



Canadian Pork Council
Conseil canadien du porc

VISION

RAISE EXCELLENCE

MISSION

ADVANCE, PROMOTE AND PROTECT THE
EXCELLENCE OF CANADIAN PORK PRODUCTION
THROUGH EFFECTIVE ADVOCACY, PROGRAMS
AND COMMUNICATION

2018-2023

STRATEGIC PLAN



PRIORITY	OUTCOME	TACTICS	EVALUATION
 ENHANCING VALUE	THE VALUE OF HOGS IS INCREASED BY EXPANDING MARKET ACCESS AND DIFFERENTIATING PORK IN GLOBAL AND DOMESTIC MARKETS.	Analysis to improve market access Advocacy to improve market access Advocacy focussed on the benefits of eating pork Canadian Pork Excellence	Market access barriers in key export markets versus previous year CPE provides value to Canadian producers Hog numbers are growing Canadian producers are profitable
 MANAGING RISKS	HOG PRODUCERS ARE ABLE TO MANAGE THE ANIMAL HEALTH, MARKET AND COMPETITIVENESS RISKS FACING THE PORK SECTOR.	Animal Health Risk National Swine Health Initiative PigTRACE Participation in national animal health organizations Market Risk Analysis/Advocacy to improve market access Analysis/Advocacy to improve BRM programs Market information/analysis Competitiveness Risk Analysis/Advocacy to improve market access Swine Innovation Porc	Animal Health Risk PigTRACE is operational and being fully utilized National organizations are addressing swine health issues Canada remains free of major pig diseases Market Risk Canada has competitive access for pork in key export markets Timely, relevant, accurate, unbiased, market information is available FPT governments and industry BRM programs meet producer needs Competitiveness Risk Comprehensive research program generates results for producers Sector’s needs are reflected in government policy
 STRENGTHENING PUBLIC TRUST	THE HOG SECTOR’S RELATIONSHIP WITH CANADIANS IS ENHANCED BY TRANSPARENTLY PROVIDING ACCURATE INFORMATION ABOUT THE SUSTAINABILITY OF HOG PRODUCTION AND THE WHOLESOMENESS OF CANADIAN PORK.	Pork Value Chain Roundtable National Farm Animal Care Council Collaboration with Canadian and international groups Canadian Pork Story	Pork demand is growing in Canada National Social Responsibility report demonstrates positive movement Impediments to growth resulting from non-science based federal legislation/regulation
 ENSURING ORGANIZATIONAL EXCELLENCE	A KNOWLEDGE-BASED, OPEN, ACCOUNTABLE ORGANIZATION PROVIDES EXCELLENT SERVICE TO ITS MEMBERS AND ONGOING SUPPORT TO CANADIAN PRODUCERS.	Collaboration with provincial members Participation in provincial member meetings Reporting at Board, member, producer and public level Social media platform Staff training	Board and members’ meetings are valued Annual budget is balanced. Annual audits are unreserved Staff are readily accessible and knowledgeable Communication is timely and relevant