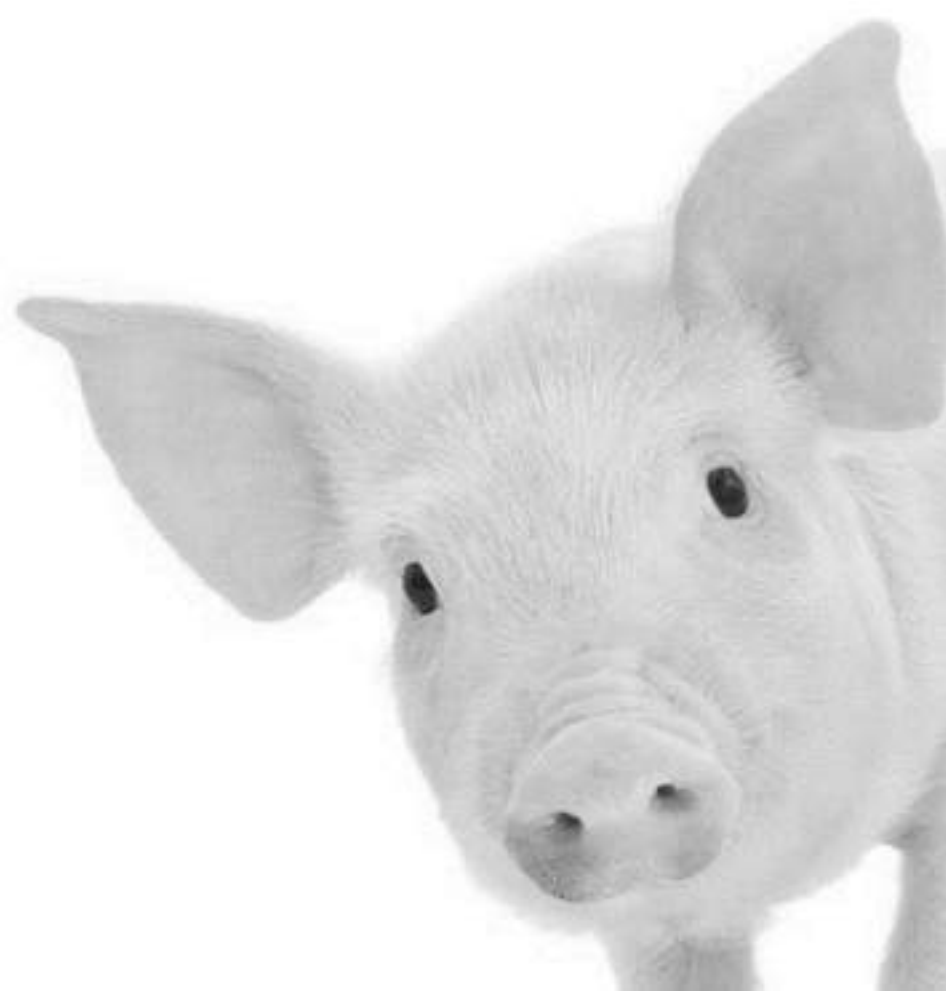


# CANADIAN PORK COUNCIL

2024 ANNUAL REPORT



Canadian Pork Council  
Conseil canadien du porc





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# EXECUTIVE SUMMARY

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Last year was a year of challenge and opportunity in Canadian pork industry. Faced with ongoing challenges, such as global market fluctuations and supply chain disruptions, the sector not only sustained itself but thrived. This year's annual report provides an in-depth look at the strategic initiatives, achievements, and challenges the industry encountered, reinforcing our commitment to supporting pork producers across the country.

## Economic Contribution

Despite market volatility and rising input costs, the Canadian pork industry continued to be a critical driver of the national economy, contributing nearly \$5 billion in exports. Growth in key Asian markets—where Canadian pork consumption continued to see significant increases—demonstrated the quality and reliability of our product on the global stage. The sustained success of these exports highlights the resilience of Canadian pork producers in overcoming trade complexities and solidifies the industry's role as a key player in the international market.

## On-Farm Programs

CPC continued to lead in developing and communicating on-farm programs aimed at improving productivity, animal welfare, and food safety. The ongoing successful implementation of **PigSAFE | PigCARE (PS|PC)** programs across the industry reinforces Canada's commitment to the highest food safety standards, essential in maintaining consumer trust both at home and abroad. These programs are pivotal in ensuring the long-term sustainability of the pork industry, particularly in light of growing consumer demands for transparency in animal care.

## Sustainability

Sustainability remained central to CPC's mission. In 2023-24, the industry made significant strides in reducing its environmental footprint, promoting responsible animal husbandry practices, and engaging in community outreach. Through the creation of the **Pork Sustainability Platform**, the development of the **Canadian Pork Production Life Cycle Assessment (LCA)**, and best management practices (BMPs), the industry is on track to meet long-term sustainability targets. Initiatives such as improving waste management practices, exploring alternative energy sources, and reducing greenhouse gas emissions are helping to position Canadian pork producers as leaders in environmental responsibility.

## Animal Health and Biosecurity

Ensuring the health and welfare of Canadian pigs remained a top priority. The expansion of surveillance programs, such as **CanSpotASF**, and the continued development of emergency preparedness plans for African Swine Fever (ASF) and Foot-and-Mouth Disease (FMD), have fortified the industry's defense against potential disease outbreaks. In addition, the **ASF-Free Compartmentalization Program** and the CPC's **Vaccine and Drug Use Policy** highlight the sector's commitment to biosecurity and responsible antibiotic use.

## **Advocacy and Representation**

CPC continued to serve as a strong advocate for Canadian pork producers at both the federal and provincial levels. Efforts focused on addressing regulatory challenges, securing funding for industry priorities, and promoting fair trade policies. These advocacy efforts are crucial in ensuring the industry's competitiveness, particularly in the face of evolving trade and regulatory environments.

## **Research and Innovation**

Innovation remained a cornerstone of the CPC's mandate. Collaborations with industry partners and research institutions facilitated advancements in productivity, animal health, and sustainable production practices. The development of the **PigLEARN** platform, offering multilingual training modules, is a key milestone in enhancing the knowledge base within the industry and ensuring continuous improvement across all areas of pork production.

## **Market Development**

Diversification of export markets remained a critical focus for the industry. CPC's targeted market development activities helped build strong relationships with international buyers, promoting the high quality of Canadian pork globally. As the industry continues to navigate global market shifts, diversifying export channels is essential for long-term growth and success.

## **Workforce Development**

Investing in a skilled workforce continues to be a priority for the Canadian pork industry. Training programs aimed at attracting and retaining talent are key to ensuring the sector's ongoing success. By investing in workforce development, the industry is preparing to meet future demands and maintain its competitive edge.

## **Conclusion**

Despite the challenges of 2023-2024, the Canadian pork industry has demonstrated remarkable resilience. The CPC remains committed to helping producers from coast to coast produce high-quality, safe, and sustainable pork, with a focus on advancing on-farm programs, food safety, animal health, and environmental sustainability. The success of the past year would not have been possible without the collaboration and dedication of pork producers, provincial pork organizations, and industry partners. Together, we will continue to shape the future of Canadian pork, ensuring its prosperity and growth in the years to come.

# LETTER FROM THE AGRICULTURE MINISTER

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As Canada's Minister of Agriculture and Agri-Food, I am deeply appreciative of the tremendous contributions and accomplishments made by the Canadian Pork Council and its members over the past year, so it is with great pleasure that I congratulate you and the industry in CPC's 2022-2023 annual report.

The Canadian pork industry plays a vitally important role in Canada's agricultural landscape, contributing significantly to our economy, food security and rural communities. The CPC's commitment to excellence, sustainability and innovation has allowed our pork sector to thrive even in the face of some difficult challenges, including market fluctuations and ongoing public health concerns.

In the past year, the sector has demonstrated remarkable resilience and adaptability, responding to the evolving needs of consumers, and ensuring the continued prosperity of Canadian producers. Your dedication to animal health, welfare and biosecurity measures reflect our shared commitment to responsible and sustainable agricultural practices.

I commend the CPC for its efforts in strengthening trade relationships and expanding market access for Canada's world-class pork products both domestically and internationally. Your work in trade discussions, and commitment to maintaining access to global markets have played an important role in showcasing Canadian pork to consumers worldwide. These initiatives have not only boosted our exports but have also solidified Canada's reputation as a trusted and reliable supplier of high-quality pork.

We recognize the importance of a vibrant and competitive Canadian pork industry, and remain steadfast in supporting its growth and development. We will continue to work alongside you and all stakeholders to address challenges, enhance competitiveness and seize emerging opportunities.

I would like to express my sincere appreciation to the leadership, staff and members of the CPC for your dedication, hard work and contributions to Canada's agriculture and agri-food sector. I am confident the CPC will continue to be an essential partner in advancing our shared goals and ensuring the prosperity of Canadian pork producers. I look forward to the opportunities and achievements the coming year will bring for the agriculture industry.

Sincerely,



The Honourable Lawrence MacAulay  
Minister of Agriculture and Agri-Food  
Government of Canada





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## LETTER FROM THE CHAIR

Dear members and stakeholders,

I am delighted to present the Canadian Pork Council's (CPC) annual report for the 2023-2024 fiscal year. This marks my second year as Chair, and we have accomplished much in 12 months.

We have worked this year to coordinate our efforts towards a more collaborative and structured support for our industry. This includes enhanced collaboration and dialogue on the various programs and activities of the pork production sector. It includes our Executive Director's monthly report and summaries of board meetings. We are also working to increase our dialogue with government so they are aware of our position and can design policies based on a solid understanding of the industry and its needs.

In the face of unprecedented global circumstances, our Canadian pork industry has demonstrated remarkable resilience and adaptability. Market access remains a paramount concern for our industry, and the CPC has been at the forefront of advocating for fair and open trade. We are pleased to report progress in securing new markets and expanding existing ones for Canadian pork products. Our efforts to build strong international relationships have not only opened doors for our producers but have also contributed to the global recognition of the high-quality standards that define Canadian pork. We have made trips with government officials to Japan, Korea, and the Philippines, and we are also continuing to build closer ties to our continental partners in the United States and Mexico.

We are also continuing our efforts on sustainability and environmental stewardship. The CPC has worked with provincial pork organizations to tell the industry's story on sustainable practices and the steps we have undertaken to minimize our environmental footprint. Our industry is committed to advancing technologies and practices that minimize waste, reduce greenhouse gas emissions and ensure the long-term sustainability of our operations.

The health and welfare of our animals remain central to our mission. In this regard, we have continued to collaborate with experts in animal care and health to ensure our industry upholds the highest standards in the treatment of our animals. Ethical and responsible animal husbandry practices are at the heart of our operations.

As we move forward with our plans for a National Pork Strategy, we acknowledge the unwavering dedication and hard work of our members, producers, staff and partners in this process. Your commitment to excellence gives our organization a robust structure, one capable of balancing our long-term objectives even in the face of our industry's long-term challenges.

Looking to the future, the CPC remains dedicated to promoting innovation, sustainability and the well-being of our industry. We will continue to advocate for policies that support our producers and ensure a thriving Canadian pork sector. A note of appreciation, as well, for board members past and present – your contribution to the industry has been exemplary, and on behalf of this year's board, I want to thank you for your service. To our retiring board members, Eric Schwindt and Scott Peters – a special thank you for your contributions this year.

Thank you for your support and dedication to our shared vision. I look forward to the exciting opportunities and challenges 2025 will bring.

Sincerely,



**René Roy**

Chair, Canadian Pork Council



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# LETTER FROM THE EXECUTIVE DIRECTOR

Dear members and stakeholders,

I am pleased to present to you the Canadian Pork Council's (CPC) 2023-2024 annual report. This report marks a significant milestone in our journey toward realizing our vision:

**“Canadian pork producers leading the world in product quality, food safety and demand within a thriving and sustainable Canadian pork industry.”**

The past year has been an important one, as we have increased cooperation even further across the industry and have continued to expand our advocacy work on behalf of the Canadian pork industry.

First and foremost, I would like to express my heartfelt appreciation to our members, partners and stakeholders for their unwavering support and commitment to the Canadian pork industry. Your support has been the driving force behind any progress, and we are truly grateful for your continued collaboration.

## **A strong and powerful team**

A note of thanks as well to the outstanding team here at the Canadian Pork Council for their ongoing commitment to driving the industry forward and representing our interests with government and with other stakeholders.

We celebrated some milestones in 2024 – the wonderful Diana Popovic celebrated her 20th anniversary at CPC, Jeff Clark celebrated 15 years in August, and Audrey Cameron celebrated 10 years in March. To the team – your dedication is a model of consistency and commitment.

We also hired, in partnership with the Canadian Meat Council, Jennica Klassen, who will be managing communications for us. We expanded the roles of both Chloe Belchamber and Darcie Pentillier, adding operations support to Chloe's responsibilities and public affairs to Darcie's.

We also said goodbye, in 2024, to our wonderful colleague Gabriela Guigou, our director of animal health, as she heads to work for the cattle association. We also bid adieu to Monica Granados, our manager of public affairs.

## **Strategic vision**

In the past year, we have also made significant strides in implementing our strategic vision. At the heart of our renewed strategic vision is a firm commitment to producer competitiveness, animal care and health, and sector development.

1. **Producer competitiveness:** We are actively working to provide our producers with the tools, resources and knowledge required to thrive in an increasingly competitive global marketplace.
2. **Animal care and health:** Ensuring the well-being of our animals is not just a responsibility but a core value. We continue to champion advancements in animal care and health practices.
3. **Sector development:** The future of the Canadian pork industry relies on innovation and growth. We are committed to fostering a thriving and sustainable pork sector through strategic development initiatives.

Our commitment to these priorities remains unwavering, and we know they are the cornerstones of a vibrant and prosperous Canadian pork industry. We are working to ensure our industry not only meets but exceeds the expectations of consumers and stakeholders.





## Looking ahead

As we navigate the ever-evolving landscape of the pork industry, it is imperative we remain adaptable and responsive to change. The challenges we face are multifaceted, from market dynamics to global health concerns, but I firmly believe that with the dedication of our team, the support of our stakeholders and the resilience of our industry, we are well-equipped to overcome them. The CPC will continue to be a leading voice in advocating for our sector's interests, forging partnerships and driving innovation.

In closing, I would like to express my sincere gratitude to our members, partners and stakeholders for their commitment to our shared vision. Together, we are forging a path toward a stronger, more sustainable Canadian pork industry. Your unwavering support is the cornerstone of our success, and we look forward to continuing this collaborative journey in the years to come.

Thank you for your continued support and trust in the Canadian Pork Council.

Sincerely,

A handwritten signature in dark ink, appearing to read "Stephen Heckbert". The signature is fluid and cursive, with the first name "Stephen" being more legible than the last name "Heckbert".

**Stephen Heckbert**

Executive Director, Canadian Pork Council

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# WHO WE ARE

In 1966, Canadian pork producers established the Canadian Swine Council (CSC) to pioneer a cutting-edge pork grading system. This pivotal moment highlighted the need for a cohesive national entity dedicated to the pork sector. Over time, the CSC, subsequently renamed the Canadian Pork Council (CPC), has expanded its scope, shouldering additional policy and program responsibilities.

Today, the CPC is the national voice for pork producers in Canada. A federation of nine provincial pork organizations representing 7,000 farms, the organization plays a leadership role in achieving and maintaining a dynamic and prosperous Canadian pork sector. The CPC serves its membership through national and international advocacy efforts as well as through the development and implementation of initiatives, such as food safety, animal care and health, traceability, environment and sustainability, international trade and nutrition. Thanks to our steadfast leadership, the Canadian pork industry now stands proudly among the world's elite.



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## OUR MEMBERS



# OUR PARTNERS

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## **PORK PROMOTION - RESEARCH AGENCY**

The Canadian Pork Promotion - Research Agency (PPRA) administers the Pork Import Levy; a mandatory levy collected on imported hogs and pork products throughout Canada to fund research and marketing activities on behalf of the entire industry.

The creation of the Canadian Pork Promotion - Research Agency started in 2010, which included talks with government and stakeholders across Canada to bring alignment throughout the pork sector. In December of 2020, the Agency was granted its Proclamation which officially announced the establishment of this new Promotion and Research Agency. This led to the foundational work that allowed the Agency to develop its Levies Order and get the authority to start collecting levies on import under the Farm Products Agencies Act.

By working with service providers such as Canada Pork and Swine Innovation Porc, the Agency ensures that import levy dollars are invested into research, market development and promotion programs that deliver measurable value to the pork industry as a whole. Import levy dollars are invested into generic pork programs that do not bear the Canadian Pork brand mark, such as nutrition, generic promotion and research, culinary skills, with the ultimate goal of increasing pork's profile.

## **SWINE INNOVATION PORC**

Swine Innovation Porc (SIP) is a not-for-profit organization that facilitates and coordinates research and development as well as knowledge transfer for the Canadian pork industry. Since 2010, SIP has facilitated three national swine research and development programs that encompass over 50 projects, more than 100 researchers and \$51 million of investment in the swine sector.

By supporting research to enhance profitability and sustainability, the organization - whose members include the CPC and eight provincial pork organizations - remains on the cutting edge of the ever-changing pork industry.

## **CANADA PORK**

Canada Pork is the domestic and global market intelligence and promotional organization for the Canadian pork industry. Established in 1991 by the Canadian Meat Council (pork processors & meat trading companies) and the Canadian Pork Council (7 000 commercial hog producers).

The organization serves the interests of its industry members; producers, processing plants, trading companies, provincial associations and other key industries and government organizations to promote Canadian pork at home and around the world.

Canada Pork has local experts located across different offices in Canada, Japan and China to improve the access, awareness and growth of the Canadian pork industry.

## **CANADIAN MEAT COUNCIL**

The meat industry is the largest component of Canada's food processing sector. With annual sales surpassing \$35 billion and red meat exports at \$9.5 billion, over 194,000 jobs were supported by Canada's red meat supply chain in both rural and urban locations from coast to coast.

Founded more than a century ago, CMC represents Canada's federally licensed meat packers, meat processors and suppliers of good and services to the meat industry.

CMC provides evidence-based advocacy on behalf of its members and works to secure and improve Canada's global meat competitiveness. CMC also promotes a balanced diet producing 1.9 billion tons of nutritious and sustainable Canadian meat to domestic and international food supply chains.





# ANIMAL HEALTH

## Canadian pork producers care about the health and welfare of their animals.

The CPC works to help producers minimize the impact of a Foreign Animal Disease outbreak and maintain market access by :

- Developing Emergency Preparedness and Response Plans for African swine fever and Foot and Mouth Disease (in collaboration with Animal Health Canada)
- Extending ASF surveillance to wild pigs via CanSpotASF
- Providing biosecurity tools to producers
- Developing an ASF compartmentalization program

The federal government announced in August 2024 a Request for Proposal issued by Public Services and Procurement Canada, on behalf of the CFIA, for a provider of concentrated FMD vaccines that could be rapidly transformed into usable vaccines. This announcement is an important step towards a Canadian FMD vaccine bank.

## Did you know?

**Pork is an excellent addition to any meal. Pair it with leafy greens, seasonal veggies, fresh fruit or whole grains for a delicious and balanced plate. Elevate your next meal with the versatility of pork!**

The CPC's Vaccine and Drug Use Policy reflects how **producers are committed to the responsible and prudent use of antibiotics and veterinary pharmaceuticals.**

### OBJECTIVES OF THE VACCINE AND DRUG USE POLICY

**Food safety** - Ensure the proper use of veterinary products to prevent drug residue in pork.

**Antimicrobial resistance** - Encourage the responsible use of antimicrobials to reduce the development of antimicrobial resistance that could pose a risk to human or animal health.

**Antimicrobial stewardship** - Demonstrate that Canadian pork producers are committed to antimicrobial stewardship and the sustainable use of antimicrobials. Producer's implementation of the Policy is assessed during the validation process for PigSAFE | PigCARE programs.

The Canadian Pork Council partners with the Canadian Association of Swine Veterinarians and the Canadian Animal Health Surveillance System to support **CSHIN, the Canadian Swine Health Intelligence Network.**

CSHIN is a network of swine health professionals focused on **swine disease surveillance** in Canada to improve the health of the Canadian swine herd.

The network prepares a quarterly synthesis of the observations reported by regional (RAIZO in Quebec, OAHN in Ontario and CWSHIN in the west) and national (CAHSS and CFIA) networks.

# SUSTAINABILITY

The Canadian Pork Council's efforts in 2023 have laid a strong foundation for the pork producers' path to sustainability. Through establishing key platforms and tools, the CPC is positioning the Canadian pork industry to meet global environmental standards, enhance market access, and ensure long-term viability and success.

Some of the main activities include:

- Creating a national database to compare the environmental performance of pork production in Canada. CPC has prepared a preliminary scoping report for the Canadian Pork Production Life Cycle Assessment (LCA) and Greenhouse Gas Inventory.
- CPC has made significant progress in identifying and promoting best management practices (BMPs) and technologies to mitigate environmental risks while improving production efficiency. This commitment to sustainability is further reinforced through knowledge translation and transfer (KTT), ensuring that the industry is on the right path.
- CPC has established a research advisory committee of experts from various fields, which is instrumental in supporting data collection and identifying best management practices (BMPs). This committee ensured the integration of the latest research into the national sustainability framework, promoting a coordinated national dialogue and avoiding knowledge silos.
- The establishment of a digital tool called the Funding Portal Solutions is a significant step towards the future of sustainable practices. This portal will centralize access to federal and provincial funding programs, streamlining the process for provincial pork organizations and producers to invest in sustainable (animal health, welfare, infrastructure, environment) practices.
- CPC has made significant strides in setting up the Pork Sustainability Platform, focusing on achieving the long-term sustainability target goals. The platform's development included a sustainability scoping report outlining the industry's strategic vision and commitment to sustainability.

## Success Factors of CPC:

- Participated and actively contributed to 10 national policy frameworks on environmental and sustainability measures
- Fostered strong collaboration with PPOs, ensuring their active involvement in all phases of the environmental and sustainability actions, from scoping reports on environmental data and indicators to consultations on skill development and investment support activities.
- Achieved significant engagement from PPOs and pork producers across Canada, ensuring their active participation in creating and utilizing digital tools on access to funding and adoption of best management practices (BMPs).

## Did you know?

**Pork does the body good. From promoting growth and vitality to supporting healthy aging, pork is a versatile and nutritious choice. Embrace the deliciousness and reap the benefits!**

# PigTRACE

The CPC worked collaboratively with our provincial members and other sector partners to provide formal recommendations to CFIA in response to their proposed changes to the federal regulation that mandates traceability. CFIA's initial feedback was positive and recognizes streamlining cumbersome requirements such as broadening pig identification options for movement through assembly yards.

CPC engaged ear tag manufacturers to introduce additional ear tag products. Two manufacturers participated in conducting rigorous field and laboratory tests on their proposed ear tags. The tests are required for CFIA approval. Final manufacturer proposals will soon be ready for consideration by CPC and provincial members before formal recommendation(s) to CFIA for approval under the traceability regulations.

In February 2024 we welcomed Vic Peters as our new Technology Services Manager. Vic plays a key role in coordinating CPC's technology projects and platforms, including the national database that supports the PigTRACE program. The database is currently being migrated to Amazon Web Services (AWS). This move to cloud computing will reduce operating costs, deliver a better user experience, and modernize CPC's digital infrastructure. It will also improve CPC's ability to support response to animal health emergencies.

## Did you know?

**Many Canadians are overfed and undernourished. A growing body of evidence links the consumption of ultra-processed foods with poor diet quality, weight gain and greater risk of chronic diseases. Pork is simply pork; only one ingredient.**

**Pork is rich in iron, which is essential for optimal brain development? Nourish your mind with some nutritious and delicious pork!**



# PigSAFE | PigCARE & PigLEARN

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## On Farm Programs – Canadian Pork Excellence

Over the past year, we successfully completed the transition to the PS|PC Programs, advanced the development of the Canadian Swine Biosecurity Guideline, and the Compartment Operator Program. These initiatives are designed to equip producers with the necessary tools to prevent and prepare for foreign animal disease outbreaks, such as ASF. To better serve the industry and its members, the On-Farm Programs team has also expanded. Our objective remains to ensure that on-farm programs reflect the remarkable work of producers and meet both domestic and global consumer demands.

### PigSAFE | PigCARE (PS|PC) Programs

As of April 2024, all producers previously enrolled in the CQA|ACA programs have fully transitioned to the PS|PC Programs, officially marking the end of the CQA|ACA programs within the Canadian pork industry.

In June 2024, we welcomed Christina McDermid as the new On-Farm Programs Coordinator. Christina will play a pivotal role in the ongoing maintenance and enhancement of all On-Farm Programs.

The CPC On-Farm Programs team has collaborated closely with provincial members to finalize the PS|PC Management System Manual and submit it to CFIA for Technical Review Part #2, which assesses the administrative effectiveness of the on-farm programs. The manual has undergone two rounds of revisions, with a third currently underway.

We remain dedicated to working with producers to ensure that the value of these programs is effectively communicated to consumers and regulators, ultimately increasing their value to farms.

### PigLEARN

The PigLEARN training platform is approaching its launch date. The development of 86 training modules was completed in both French and English with Spanish, Tagalog, and Ukrainian subtitles. We are expecting to fully launch the platform this winter, which will allow provincial pork organizations and companies to manage their own trainees using both CPC and organization-uploaded content.

#### Did you know?

**Pork is full of zip!**

**Zinc:** 27% daily value

**Iron:** 7% daily value

**Protein:** Excellent source

**Boost your zinc, iron and protein intake with pork.**



# On-Farm Practices

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## Code of Practice

This year marks the launch of the 10-year code review process, a process in line with our commitment to partnership and collaboration with the National Farm Animal Care Council. This year, a Code Technical Committee was established to supervise and prepare for the code committee review.

We will work closely with provincial pork organizations and other partners through this process, always ensuring open communication and transparency. This commitment ensures producer insights are incorporated into the process. Producers have until 2029 to convert to group sow housing to meet the program requirements.

## Compartmentalization

In October 2023, we were pleased to announce the completion of the ASF-Free Compartmentalization Program Standard and Framework, developed in collaboration with CFIA. The program's Standard and Framework are now available on the CFIA website. Over the past year, we have developed the Compartment Operator Program (COP), which will be implemented in the field, reflecting the established Standards and Framework. We have finalized the review of farm requirements for the COP and formed several working groups to address the requirements for associated facilities, such as slaughter establishments, truck washes, and feed mills. Currently, we are working on the development of the audit checklist and planning the audit process with CFIA. This initiative underscores our commitment to maintaining the highest standards in ASF-Free Compartmentalization.

## Ractopamine-Free Pork Certification Program

Since last fall, the On-Farm Programs team has worked alongside provincial members and representatives from federally inspected slaughter establishments to review the Canadian Ractopamine-Free Pork Certification Program. Several modifications were identified and agreed upon by all participants. These proposed changes were submitted to CFIA in July, with discussions scheduled to commence in September.

## Canadian Swine Biosecurity Guideline Development

Following the pilot testing of the External Biosecurity Benchmark on 900 farms in 2022-2023, we have conducted a second revision of the benchmark, incorporating feedback from participant producers, veterinarians, and provincial members. Over the past year, this second revision has been completed, and the initial draft of the Canadian Swine Biosecurity Guideline has been developed.

This comprehensive effort ensures the creation of a robust resource for the swine industry, encompassing best practices and measurable benchmarks to help producers enhance on-farm biosecurity. We aim to make the Canadian Swine Biosecurity Guideline and External Benchmark available to producers by the summer of 2025.

# COMMUNITY INVOLVEMENT

Our provincial pork organizations (PPOs) play an integral role in giving back to the communities they serve, not only through food donations but also by actively engaging in a variety of community-building initiatives. Whether it's participating in food drives, sponsoring local sports teams, or supporting culinary competitions, we believe in the importance of contributing to the well-being of those around us.

A core aspect of the PPOs' community involvement is ensuring local families have access to nutritious food. Ontario Pork recently showcased this dedication by organizing a record-setting food and fund drive in collaboration with the Food Bank of Waterloo Region and Feed Ontario. Hosted on Canada's Agriculture Day, this event recognized the critical role of producers and their families in feeding the world. A total of 1,071 pounds of food and \$4,643.90 in cash donations were raised, providing 10,125 meals for those in need. Similarly, Sask Pork took part in the annual Stuff the Bus food drive, organized by local FM radio station Rock 102. Partnering with a local butcher, Sask Pork donated over 600 pounds of ground pork to the Saskatoon Food Bank and Learning Centre, providing a healthy protein option for families experiencing food insecurity. These initiatives not only helped support local food banks but also highlighted the importance of agricultural contributions to addressing food insecurity.



Beyond food donations, PPOs also play a role in promoting healthy, active lifestyles by sponsoring local sports teams and events. By supporting youth sports and community leagues, they help foster teamwork, leadership, and well-being in young athletes. This year, Manitoba Pork took part in both the Manitoba Scotties Tournament of Hearts and the Viterra Championship supporting both young curlers and seasoned champions, promoting teamwork and perseverance. Similarly, Sask Pork proudly sponsored the U17 Western Canadian Water Polo Championships, providing locally-sourced pork skewers to athletes and volunteers over the two-day event. These sponsorships also encourage community engagement and offer a meaningful way for PPOs to contribute to the development and empowerment of future generations.





# COMMUNITY INVOLVEMENT

Our PPOs are also committed to fostering the next generation of culinary talent by supporting educational and career-building opportunities in the food industry. This year, Alberta Pork sponsored the High School Culinary Challenge in Edmonton, where students competed to earn scholarships to the Northern Alberta Institute of Technology (NAIT) Culinary Arts program and qualify for international competitions. The students prepared three-course meals using Alberta pork and were judged on preparation, timing, sanitation, presentation, and taste. This event not only provided valuable career-building experiences but also highlighted Alberta Pork's role in the future of culinary excellence. Similarly, Manitoba Pork supported the Red River College Polytechnique Pork Culinary Competition on January 20, 2024. Eight second-year culinary students competed by creating pork-centered appetizers and entrées, judged on presentation, taste, doneness, creativity, and kitchen cleanliness. Manitoba Pork's Susan Riese joined the judging panel, encouraging students to explore innovative ways to prepare and cook pork. The top three competitors were awarded prizes of \$1,000, \$750, and \$500, respectively. These events highlight the PPOs' dedication to empowering young chefs, promoting pork in the culinary arts, and inspiring creativity with locally-sourced ingredients in the kitchens of tomorrow.

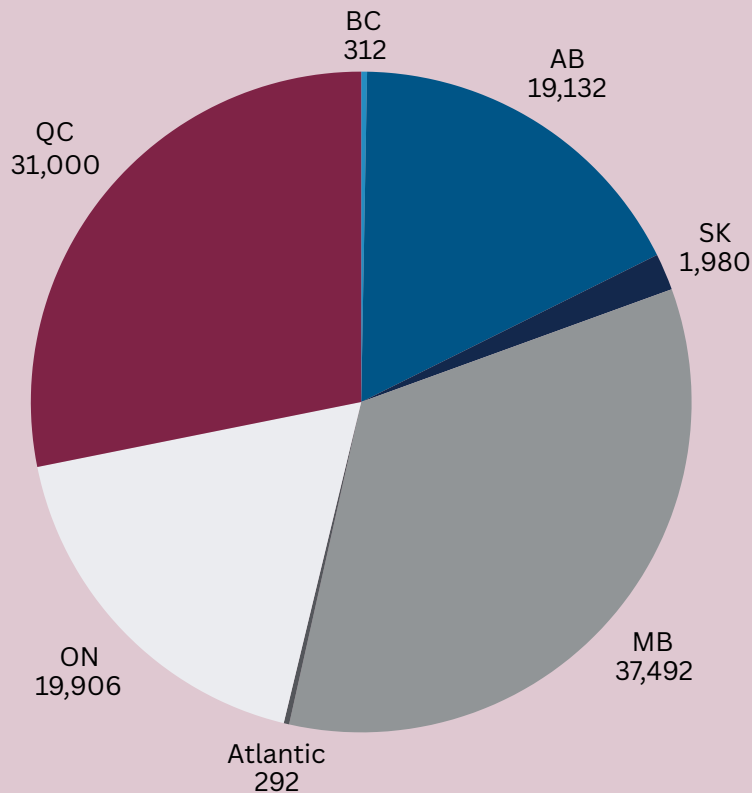


Our PPOs are committed to engaging with the community and educating the public about pork production through interactive exhibits and educational initiatives. From large-scale agricultural events to local festivals and educational programs, PPOs actively promote transparency, learning, and connection between producers and consumers. Manitoba Pork plays a major role in the annual Royal Manitoba Winter Fair, held in Brandon each March. Manitoba Pork's exhibit in the Royal Farm Yard offers interactive activities, animal care displays, recipes, and a state-of-the-art pen housing two weanlings. Similarly, Alberta Pork also demonstrated its commitment to education by attending the Greater Edmonton Teachers' Convention, where they promoted the Pig Science Centre at the University of Alberta. This facility provides K-12 students with an interactive learning experience that aligns with the Alberta Education curriculum. Lastly, at the Elmira Maple Syrup Festival, Ontario Pork's Pig Mobile was a key attraction in the Farm Discovery Zone. This interactive display allowed festival-goers to learn about pork production without the biosecurity concerns of visiting a farm. These exhibits all sparked meaningful conversations, showcasing the farm-to-fork journey of Canadian pork and instilling greater confidence in local pork production, all while promoting responsible agricultural practices.



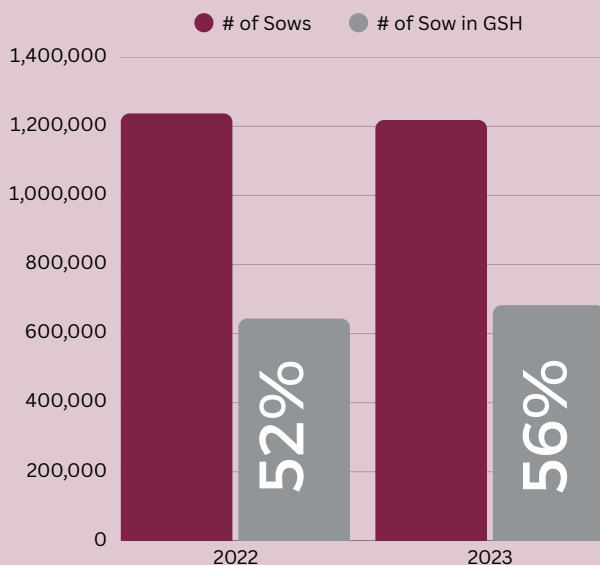
# ECONOMIC IMPACT

## Employment

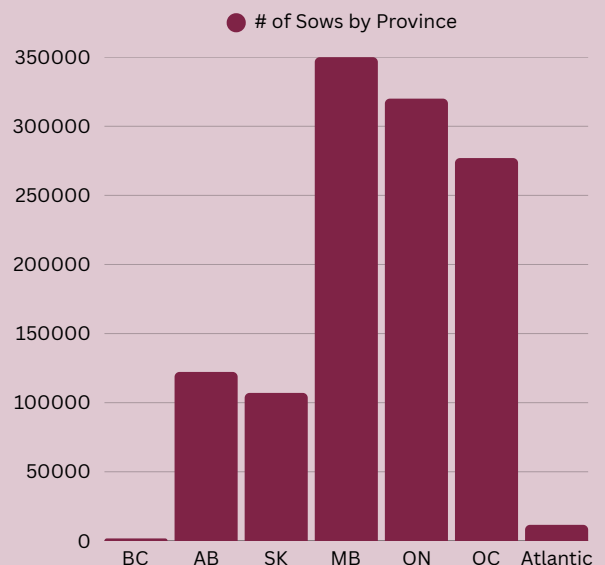


Pork production in Canada supports more than 100,000 hardworking farmers, producers, processors and related industries, providing a stable source of employment and income for communities across the country.

## Conversion to Group Sow Housing



## Sow Production by Province





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## BOARD OF DIRECTORS



**René Roy**  
*Chair*



**Scott Peters**  
*First Vice-Chair*



**Brent Moen**  
*Second Vice-Chair*



**Jack DeWit**  
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**Gilles Bergeron**  
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**Yvan Fréchette**  
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**Dickson Gould**  
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**James Reesor**  
*Ontario*



**Jonathan  
Sawatzky**  
*Manitoba*



**Eric Schwindt**  
*Ontario*



Canadian Pork Council  
Conseil canadien du porc

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# CANADIAN PORK COUNCIL TEAM



**Stephen Heckbert**  
*Executive Director*



**Diana Popovic**  
*Board Administrator Coordinator*



**Francois Landry**  
*Director of Finance & Administration*



**Audrey Cameron**  
*Director of On Farm Programs*



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