



## **New label encourages consumers to choose Canadian pork**

June 16, 2008 (Guelph, ON) – It just got easier to put Canadian pork on your fork. Fresh pork is now labeled and easily identified as “Canadian Pork” at participating grocery stores across Canada.

“Shoppers now have the option to choose Canadian,” says Roy Kruse, manager of Pork Marketing Canada. “Until now, consumers didn’t know whether the pork they found at their local meat counter was imported or Canadian – this new label gives them the opportunity to identify and choose Canadian pork.”

More and more consumers are looking to buy food produced locally and in Canada. Demand for Canadian pork is strong worldwide because of its reputation for outstanding quality. The on-farm Canadian Quality Assurance® (CQA®) program is the pork industry’s commitment to consumers that pork products meet the highest food safety standards. Every federal processing plant is also subject to demanding inspections by the Canadian Food Inspection Agency.

“Buying Canadian pork supports the agricultural community and the domestic economy,” says Kruse. Canada’s pork industry contributes \$3 billion in farm-gate income and accounts for 100,000 jobs across the country. In 2006, pork and live animal exports from Canada were valued at \$1.8 billion.

There is hope the new label will help Canadian pork producers through the toughest economic times they have faced in more than a decade. The unprecedented rise in the Canadian dollar and skyrocketing feed costs have created tremendous financial pressure on Canadian pork producers.

“Canadian pork producers have built a reputation for producing a high-quality product,” says Stewart Cressman, a director of Ontario Pork. “As one of those producers, I’m proud of our new awareness program. Buying Canadian is a simple way consumers can choose the very best products and support pork producers at the same time, many of whom are finding it difficult to stay in business.”

The new label is currently featured on fresh pork products at participating grocery stores across Canada. If consumers can’t find fresh pork with the new Canadian Pork label, they are urged to ask the meat manager or butcher where the pork is coming from.

Pork Marketing Canada is a national marketing initiative of provincial pork organizations across Canada. The purpose of this alliance is to increase the consumption of Canadian pork by partnering with packers, processors, retailers and food service distributors and operators. Pork Marketing Canada offers expertise, information and funding towards programs that promote pork and create new sales opportunities. For more information or pork recipes, visit [www.putporkonyourfork.com](http://www.putporkonyourfork.com).

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Participation in the Choose Canadian program is voluntary.

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