



VISION Canada: the world's preferred supplier of quality pork.

MISSION We are committed to improving market access, consumer awareness and growth for the Canadian pork industry.

CORE VALUES Integrity, Excellence, Accountability, Respect.

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) and the Canadian Pork Council (hog producers). The organization serves the interest of its industry members; producers, processing plants, trading companies, provincial associations and other key industry and government organizations to promote Canadian pork at home and around the world.

CANADA PORK'S STRATEGIC PLAN

VISION

MISSION

CORE
VALUES



MARKET ACCESS

Achieve the same or better market access as our competitors in priority and emerging markets

- Prioritize the quick resolution of technical market access issues
- Support a business-focussed partnership between the pork industry and government
- Support multilateral and bilateral trade agreements for the pork industry
- Engage in trade advocacy for the pork industry across the supply chain and leverage our global presence where appropriate
- Collaborate with industry stakeholders to diversify export options in global markets



AWARENESS

Raise awareness of the quality of Canadian pork to help make it the preferred choice for end-user customers and consumers

- Be a voice for the pork industry's efforts to communicate sustainability issues with respect to the high standards of care for animals and the protection of the land and the environment
- Increase awareness and use of the Branding Canada Initiative Verified Canadian Pork™ (VCP)
- Keep Canadian exporters and foreign customers informed about industry developments and trends through world-class intelligence and effective communication platforms
- Leverage Canada's on-farm standards for food safety, animal care, and traceability, combined with Canada's world-renowned food inspection system, Pork Quality Standards, and superior workmanship



GROWTH

Help members grow profitable Canadian pork sales through innovative programs and services

- Help members grow profitable Canadian pork sales domestically and globally through innovative programs and services
- Make Canada Pork members more competitive by increasing their product and market knowledge through education, programs and services
- Maximize carcass use and optimize value by introducing new cuts and specifications to supply chain participants
- Help member companies develop their export and domestic marketing programs through trade shows, support from the Export Market Development (EMD) and Verified Canadian Pork™ (VCP) programs, the Distributor Education Program (DEP), and other sector and category growth programs as well as technical marketing resources