

CANADA PORK 2023-2024 ANNUAL REPORT





Canada Pork is the domestic and global market intelligence and promotional organization for the Canadian pork industry.

Established in 1991, Canada Pork is a joint initiative of the Canadian Pork Council (representing Canada's 7,000 commercial hog producers) and the Canadian Meat Council (representing Canada's pork processing industry and meat trading companies).

Canada Pork serves the interests of industry members including producers, processing plants, trading companies, provincial associations and other key industry and government organizations, to promote Canadian pork at home and around the world.

VISION

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

MISSION

Canada Pork is committed to improving the access, awareness and growth of the Canadian pork industry.



MESSAGE FROM THE CHAIR HANS KRISTENSEN

As we look back on 2023, the Canadian pork industry has faced significant challenges and made notable achievements. Our unwavering commitment to addressing these complexities and capitalizing on our strengths has been key to maintaining our competitive edge, both domestically and internationally.

Last year, we saw a modest decline in the overall volume and value of Canadian pork exports. However, our performance in key markets reflects resilience and opportunity. The top five export markets—the U.S., China, Japan, Mexico, and the Philippines—represented 84% of our exports. We observed notable growth in shipments to China and expansion in the Filipino market. Despite declines in exports to the U.S., Japan, and Mexico, this diverse performance underscores our industry's adaptability and the promising prospects for future growth.

Our support for members through market development activities has been a cornerstone of our efforts. The board and staff have focused on strategic areas, such as connecting Canadian pork exporters

with global buyers, providing on-the-ground support in crucial markets, and advocating for improved market access in collaboration with the Canadian Pork Council and the Canadian Meat Council.

Canada Pork's market intelligence and analysis have been vital in keeping our members informed. Resources like the Daily Press Review, Canada Pork's Activity Report E-Newsletter, and the Asia Market Access Report offer essential updates. Additionally, Global Agritrends Updates and the Whole Hog Brief provide critical insights into global industry trends, underscoring our dedication to expert support.

Domestically, the year has been promising. Canadians have increased their pork consumption for the third consecutive year, with total pork disappearance reaching its highest level in at least two decades. Our first survey of Canadian consumers shows that the Verified Canadian Pork™ logo has made a strong impact. Over one-third of respondents recognize the logo, 80% find it appealing, and nearly 44% are

willing to pay a premium for products featuring it. These results highlight the logo's visibility, competitive edge, and the high level of trust it has earned.

I am pleased to report that feedback from our members has been overwhelmingly positive, as reflected in Canada Pork's 2023-24 Member Satisfaction Survey. This strong satisfaction level confirms the effectiveness of our efforts and reinforces our commitment to serving our members.

Looking forward, the Pork Promotion and Research Agency (PPRA) aims to further enhance pork consumption in Canada. This initiative will focus on improving consumer education about pork's benefits and versatility, with our upcoming efforts centred on promoting pork's positive attributes through lifestyle and nutrition messaging.

As Chair, I want to personally thank you for your continued support. Together, we will build on our achievements and ensure the continued success of the Canadian pork industry into the future.

Hans Kristensen
Chair

EXECUTIVE DIRECTORS



CHAIR
Hans Kristensen,
Canadian Pork Council



VICE CHAIR
Guy Baudry,
HyLife Foods LP



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Donald's Fine Foods



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Eric Schwindt,
Canadian Pork Council
Ontario Pork



DIRECTOR
René Roy,
Canadian Pork Council
- Québec



DIRECTOR
Boris Laic,
Export Packers
Company Limited

“In 2023, the top five export markets in volume for Canadian pork were the U.S, China, Japan, Mexico, and the Philippines, representing 84% of exports.”





“Total pork disappearance was the highest in at least two decades, reaching more than 900,000 tonnes in 2023. This represents an incredible 17.8% increase vs 2022.”

MESSAGE FROM THE PRESIDENT AND CEO CHRISTOPHER WHITE

The work of our industry is increasingly complex and requires agility and vision, qualities our members demonstrate as they face their business challenges. Competition from old, and new, actors, disease outbreaks, and the cost of doing business globally are daily issues we all have to navigate as we work together to advance the industry’s interests.

The burgeoning middle class in Southeast Asia and China signifies expanding markets for our products. Furthermore, Canada’s position as one of the most efficient hog producers globally, coupled with shrinking hog populations in various global regions, positions us advantageously. We must do more to ensure we are well positioned to advance our sector. The job of Canada Pork is to, wherever possible, make access and familiarity with Canadian pork evident and relevant for consumers.

Canada Pork was active this past year, working to improve market access, consumer awareness, and foster growth for the Canadian pork industry. Yet, we as a staff recognize we must and will do more to better support members through essential services, including market development activities, market intelligence resources, and marketing and promotional tools.

We strive to connect Canadian pork with global buyers at the various trade shows

we attend. We approach each as an opportunity, not just to highlight the exceptional quality of Canadian pork and build business relationships, but also learn from our competitors and adjust for the betterment of our members.

We must, at a minimum, maintain a focus on, and achieve for members, greater market access. Disruptions in trade will always be a factor we need to contend with, so it is critical that when we see the challenges coming, you do too. We have worked to improve our communication efforts but recognize we have more to do.

Our critical advantage in the global market is our adherence to rigorous on-farm food safety and quality standards, underpinned by a world-class meat inspection system that further reinforces to global buyers the exceptional quality and safety of Canadian pork.

Industry, the CP board, and staff work very effectively together. We all have a critical role to play, and the leadership shown by industry and the board, supported by a very engaged and hardworking staff at CP, will ensure we move issues forward.

Thank you.
Christopher White
President & CEO

OUR TEAM



PRESIDENT AND CEO
Christopher White



VICE PRESIDENT - GLOBAL MARKETING
Kevin Mosser – Canadian Satellite Offices



DIRECTOR, MARKET ACCESS
Annie Tremblay



DIRECTOR, NATIONAL MARKETING
Jeremy Yim – Canadian Satellite Offices



DIRECTOR, CONSUMER MARKETING
Claire Jiang



DIRECTOR OF STRATEGIC OPERATIONS AND GLOBAL TRADESHOWS
Stephanie Ramirez



CHINA MARKETING DIRECTOR
Freddie Xu Zen



JAPAN MARKETING DIRECTOR
Kenshi Kimura



SPECIAL ADVISOR TO THE CEO AT THE CANADIAN MEAT COUNCIL
Trevor Sears



FINANCE OFFICER
Joan Champagne



TRADE SHOWS



FOOD AND HOTEL ASIA 2023

Canada Pork took part in the Food and Hotel Asia (FHA) trade show at the Singapore Expo in Singapore on April 25 – 28, 2023. Several Canada Pork members participated at the booth. The show attracted over 50,000 visitors and featured over 2,000 exhibitors from 50 countries.

Additional activities held in conjunction with the show included a networking event hosted by the Canadian government. Exhibitors, buyers, and attendees had the opportunity to view product showcases and sample Canadian food, including a food station featuring Canadian Pork.



SIAL CHINA 2023

Canada Pork participated at SIAL China, Asia's largest food and beverage show. Held in Shanghai, China, May 18 – 20, 2023, the show featured 4,500 exhibitors with more than 150,000 visitors from around the world. Prior to the show, Canada Pork organized a trade mission to Beijing with three packer members.

The Canada Pork booth included 13 Canada Pork members. A separate B2B event was organized for interested member companies during the show. Canada Pork President Trevor Sears was also invited to participate in a discussion panel at the SIAL Global Food Industry Summit—International Meat Forum.



WORLD FOOD EXPO (WOFEX) 2023

Canada Pork (CP) participated in the World Food Expo (WOFEX) held August 2 – 5 in Manila, the largest food and beverage show in the Philippines. CP exhibited along with 11 Canadian pork export members.

In addition, business development activities tailored to Canadian companies seeking maximum business opportunities with importers, were led and facilitated by CP and the Canadian Embassy in the Philippines. This included stakeholder meetings, B2B sessions, a Canadian culinary meat demonstration, and the Taste of Canada networking reception with over 400 guests in attendance.



ANUGA 2023

Canada Pork participated in Anuga, the world's largest and most important trade fair for the food and beverage industries. Held in Cologne, Germany, October 7 – 11, 2023, more than 140,000 trade visitors from 200 countries visited, a record number of foreign attendees. The five-day show featured 7,900 exhibitors from 118 countries.

Canada Pork exhibited in a shared exhibition space in the main meat hall, attracting many key buyers—over 120 traders and representatives from packing and processing facilities conducted business at the Canada Pork booth.



FOOD & HOTEL VIETNAM 2024

Canada Pork participated in the Food and Hotel Vietnam trade show at the Saigon Exhibition & Convention Center, Ho Chi Minh City, Vietnam, from March 19 – 21, 2024. Held annually, over 300 exhibitors from 27 countries participated in this year's trade show with over 16,000 visitors in attendance.

Canada Pork exhibited along with 10 Canadian pork export members.

“Canada Pork takes part in international trade shows with custom-built booths in premier locations. Canada Pork members are invited to participate in the booth with access to special events, activities, and resources tailored for each show. Canada Pork members may be eligible for support to attend through Canada's AgriMarketing fund.”



B2Bs & TRADE VISITS



CANADIAN PORK PRODUCER TOUR TO TOKYO, JAPAN 2023

The Canada Pork team embarked on a Canadian pork producer tour to Tokyo, Japan, in collaboration with the Canadian Pork Council. The tour took place September 18 – 22, 2023, with an action-packed five-day schedule. This was the first time since 2019 this type of tour has taken place.

The tour included retail visits, including Costco Japan, which helped producers understand how their products are being marketed to Japanese buyers. A Canadian



pork benchmarking session at the Federal Meat Academy was also held, designed to help the Canadian industry understand how Canadian pork stacks up against the competition and track pork quality and workmanship over time.

A Canadian meat seminar and reception was held which allowing exporters to connect with local buyers, meet new business leads, and maintain close business relationships.



B2B BOGOTA, COLOMBIA 2023

Canada Pork's President & CEO Trevor Sears and Market Access Director Annie Tremblay, along with 10 Canada Pork export members, visited Bogota, Colombia on June 20 – 21, 2023, for a series of B2B sessions and a tour of key market facilities.



B2B SEOUL, S. KOREA 2023

In September, the Canada Pork team and Canadian pork exporters were in Seoul, South Korea, to participate in several promotional and business networking sessions. On September 14, 2023, a Canadian Meat Seminar and reception was presented in collaboration with Canada Beef. Over 100 key officials,



stakeholders and buyers benefited from the reception and networking event.

Canada Pork facilitated a number of B2B events on September 15. Five Canadian pork exporters participated and met with more than 22 qualified Korean importers.

“Canada Pork organizes international networking sessions and trade missions (incoming and outgoing) to improve the access, awareness, and growth of the Canadian pork industry around the globe. Participation in these sessions is exclusive to Canada Pork members where they have the opportunity to meet with potential customers and key stakeholders.”



MARKET INTELLIGENCE

Included in the annual membership, Canada Pork members receive valuable subscriptions to market intelligence analysis of the global pork trade from subject matter experts. Canada Pork also provides exclusive information and analysis on the global meat trade to keep members informed of the hog industry's performance and identify trends.

GLOBAL AGRITRENDS UPDATES

Access to subscription-based, well-researched, and informative market analysis with daily/monthly updates.

WHOLE HOG BRIEF

The subscription-based Whole Hog Brief provides 12 pages of detailed analysis of global pig industry trends, summarising key data from all the major markets, published monthly.

CANADA PORK MARKET INTELLIGENCE REPORT

Canadian pork exports trade statistics, published monthly.

CANADA PORK ASIA MARKET REPORT

Valuable and timely information from Canada Pork's overseas offices on local legislation, trends, and statistics, published monthly.

STATISTICAL INFORMATION TRACKING

Canadian pork industry slaughter numbers, market hogs and, prices, and pork imports and exports published weekly.

DAILY PRESS REVIEW

A compilation of linked news stories about the Canadian market, meat trade, foreign markets and competitor export countries.

CANADA PORK ACTIVITY REPORT E-NEWSLETTER

This e-newsletter keeps members and stakeholders informed about the programs and activities undertaken by the Canada Pork team. It also includes information on resources available, new program launches and highlights upcoming trade and industry events with registration links.



INDUSTRY RESOURCES



INDUSTRY RESOURCES

Canada Pork website: canadapork.com

Canada Pork’s website offers a wealth of information and features downloadable market development and marketing technical tools. The robust interactive pork cuts and specifications section is a well-used and valuable resource. There are also sections on food safety and quality assurance, market intelligence resources, upcoming events, and links to trade show registration.

Visitors to the website can find a complete list of all Canada Pork members and

CANADA PORK 2023-2024 / ANNUAL REPORT

partners with contact information and website links—an important tool for companies looking to connect with the Canadian pork industry.

TRADE RESOURCES

The Canada Pork team offers a wide range of resources, market development tools and marketing technical tools dedicated to supporting its members, end-user customers, consumer, and industry stakeholders in their day-to-day business. These resources are updated regularly, and most can be downloaded from the Canada Pork corporate website

canadapork.com or at Canada Pork’s Verified Canadian Pork™ website verifiedcanadianpork.com.

The Canadian Pork Exports Key Contacts are available on the Canada Pork website and during trade missions and trade shows to provide key information on Canadian exporters to importers across the globe.

Market Development tools include demand-building guides for retail and foodservice along with information on the Verified Canadian Pork™ program.

Marketing Technical tools include guides for meat cuts and specifications; the Canada Pork Handbook; Quality Standards tools; and the Lymph Nodes System Handbook.

CANADIAN PORK PHOTOGRAPHY

Canada Pork has built an extensive library of Canadian pork photography featuring more than 200 images. These images support priority markets and Canada Pork’s commitment to increasing carcass utilization by promoting under-utilized value cuts. The images also include well-known and popular cuts of pork as well as

ethnic specialties. This year, 22 images were added to the collection.

The images are used for Canada Pork’s promotional, educational and trade show materials and are also available to members and their approved customers for their packaging, advertising, and promotional needs.

CORPORATE RESOURCES

Corporate tools include the Canada Pork Annual Report, the National Pork Marketing Annual Report, and the Canadian Pork Story.

CANADIAN PORK STORY RESOURCE

The Canadian Pork Story is a 16-page brochure presenting comprehensive information on the Canadian pork industry from farm to table. It covers topics including food safety, sustainability, swine breeds, feed, all aspects of the Canadian Pork Excellence platform and in-plant safety. The brochure highlights the many measures put in place to produce worldclass Canadian pork.

The brochure has been translated into several different languages for use in export markets. It is available online in English and French.

CANADA PORK 2023-2024 / ANNUAL REPORT



MARKETING EVENTS

Canada Pork’s Japan Office collaborated with the prestigious Tsuji Wellness Cooking School in Osaka to present the Consumer Education Program. This series of cooking classes aims to raise awareness of Verified Canadian Pork™, educate home cooks about its benefits, and teach them how to purchase and prepare it. Three classes were held during the year, and 50 people participated.

On July 23, 2023, the Canada Pork Japan Office co-sponsored the 31st Annual World Parents and Children Cooking Grand Prix 2023. The event was recorded for later broadcast and viewership was estimated at over 500,000.

In-store tasting demonstrations (demos) at grocery stores are a key component of marketing activities in Japan. Demos allow consumers to taste Canadian pork while learning from demonstrators about its quality and food safety attributes. Since May 2023, there have been 343 tasting events. The number one preferred in-store sampling was Yakiniku, followed by Shabu-shabu—these items account for about 95% of the tasting samples.

DIGITAL MARKETING

The Canada Pork Japan Office has an active and robust Instagram (IG) account. The number of followers has grown 140%

in the past year to more than 6,000. The office recently launched a Twitter (X) account to enhance the visibility of Canadian pork.

Canada Pork’s Japan Office launched a new social media marketing initiative in February, 2024. The campaign focused on retailers selling Canadian pork speaking directly to consumers. A meat buyer from well-known grocery chain Yaoko Supermarket was interviewed, sharing why the chain includes Canadian pork in their meat case with a focus on food safety and taste. The recorded interview was posted to IG and garnered 1,806 first-time views of the videos, with 2,605 replays and 127 likes.

TECHNICAL EDUCATION

The Canada Pork Japan Office partnered with the Federal Meat Academy (FMA) in May 2023 to present a Technical Distributor Education Program. The audience was made up of younger adults in their 20s and 30s who work with meat wholesalers, meat manufacturers and other companies participating in the three-month FMA meat training course. This is an important audience as they represent future buyers of Canadian pork.

The Federal Meat Academy in Gumma, Japan, presented a pork training session on August 28 – 30, 2023. The course included in-class learning and practical, hands-on experience. The 16 participants included representatives from meat processors, distributors, and meat sales companies. Retail and foodservice buyers are looking for suggestions for meat cases and menus. This type of training, which includes cooking instruction, is an effective learning experience and can inspire new ideas.

TRADE MISSIONS

A trade mission to Japan under Canada’s Minister of Agriculture and Agri-Food, Lawrence MacAulay, took place from October 31 to November 2, 2023. Canada Pork Japan, along with representatives from the Canadian Pork Council and Canadian Meat Council, participated.

Events included a reception with over 500 people from key trade and economic organizations. Additional meetings and a retail tour also took place.

“Japan was Canada’s third largest pork export market by volume in 2023 with a 14.1% market share. Pork exports at 190,745 tonnes and \$918 million in 2023 were down 14% in volume and 13% in value from 2022.”



CHINA



MARKETING EVENTS

The Canada Pork China Office participated in a Taste of Canada event in May 2023. The event, which took place at the Canadian Embassy in Beijing, was part of a series of Taste of Canada events held in China. More than 50 participants attended the event, during which Canada Pork’s China Office representative presented the advantages of Canadian pork and the importance of the Chinese market to the Canadian pork industry.

TECHNICAL SESSIONS

Canada Pork’s China Office held its first benchmarking trial session in Shanghai in March 2024 at the FAN Culinary



School. Two Canada Pork members joined the session and sponsored some of the samples. The purpose of the session was to set up benchmarking protocols and judging metrics for the program in China.

TRADE SHOW AND MISSION

Canada Pork, along with 13 members, participated at SIAL China in Shanghai, China, from May 18 – 20, 2023. Prior to the trade show, Canada Pork organized a trade mission to Beijing, as well as B2B meetings, retail market tours, and market briefings. This was the largest pork trade delegation from Canada to China post-COVID-19.



GOVERNMENT & INDUSTRY RELATIONS

Canada Pork participated in the China International Meat Industry Week events in Qingdao in April 2023 and Chongqing in September 2023. More than 1,000 meat industry professionals attended the conference.

Canada Pork, together with three Canada Pork members, participated in the China Entry-Exit Inspection and Quarantine Association (CIQA) International Food Policy Summit in Beijing on November 2, 2023. Canada Pork President Trevor Sears provided an overview of the Canadian pork industry to the 100 seminar attendees.



Canada Pork’s China Marketing Director Freddie Xu attended the CIQA Import Frozen Food Policy Compliance Seminar and Food Safety Management Specialist Training in Tianjin in January 2024.

TRADE ADVOCACY

Canada Pork participated at the China International Meat Industry Week event in Qingdao in April 2023 and in Chongqing in September 2023. More than 1,000 meat industry professionals attended the conferences.

Canada Pork participated in the annual Meat Consumption Conference in



Shanghai on August 21 – 22. More than 300 meat and poultry industry professionals attended the conference and a Verified Canadian Pork™ advertisement was placed at the conference to raise awareness.

Canada Pork’s China Marketing Director participated in the 14th International Meat Conference held during the China Import and Export Expo (CIIE) in Shanghai in November 2023. To raise awareness, a Verified Canadian Pork™ advertisement was placed the conference program. Over 5,000 attendees viewed the conference online, and 250 attended in person.

“China was Canada’s second largest pork export market by volume in 2023 with a 17.8% market share. Pork exports, at 239,835 tonnes and \$569 million in 2023, were up 25% in volume and up 27% in value from 2022.”

CANADA



DEMAND-BUILDING PROGRAMS

Demand-building programs position Canadian pork as the protein of choice and a versatile meal solution. These programs promote seasonal cooking methods and themes and highlight optimal doneness temperatures, increasing consumer confidence and satisfaction.

Canada Pork's National Pork Marketing (NPM) team developed the Culinary Guide to Roasting Canadian Pork demand-building program to demonstrate the benefits of low-temperature roasting and optimal internal temperature for a perfectly cooked pork roast that maximizes yield. The guide features Verified Canadian Pork™ (VCP) boneless pork leg, boneless pork loin, pork shoulder blade (butt) boneless.

The program is also a tool for foodservice sales representatives to discuss pork menu

ideas and cooking methods with customers. The guide also highlights serving suggestions to build interest on the menu.

Three videos were produced to complement the guide. The videos and demand-building program were leveraged into retail point-of-sale material including a label, dangler and consumer card to highlight low temperature roasting.

PARTNER PROGRAMS

VCP co-branded programs support licensed end-user customers to differentiate their products in the marketplace through their association with VCP. These co-branded programs increase awareness and confidence in the food safety and quality assurance systems behind every kilogram of Verified Canadian Pork™.

This year, co-branded programs included VCP-branded labels, restaurant promotions, retail flyer activity, and meat case promotions.

EDUCATION AND PROMOTION

Education and promotion are cornerstones of the value proposition the NPM team offers stakeholders. Key elements include distributor education programs (DEP); instructional videos demonstrating how-to cut and prepare Canadian pork; technical and promotional resources; and the VCP website.

This year, the team delivered 11 DEP sessions to 187 people. These included two sessions to retail grocery chains, one to a restaurant chain, six to culinary institutions, and two to a packer/processor member.

Five videos were completed this year. Three videos were created for the Culinary Guide to Roasting Canadian Pork demand-building guide. Two additional video productions featuring pork skewers and tenderloin provide interesting and profitable ways for operators to add VCP pork to their retail meat cases or on menus.

MARKETING RESOURCES

Point-of-sale (POS) materials were created to further reinforce the benefits of low-temperature roasting. More than 150 retail grocery stores featured the roasting POS. Over 700 danglers, 213,000 labels, and 35,000 consumer cards were distributed.

The Canadian Pork Story brochure, created last year for the industry and trade, proved to be a very popular resource. This year, it was condensed and formatted for consumer use. The multi-

fold format allowed multiple images and content to tell the story of the quality, food safety, and sustainability of Canadian pork in an easy-to-read format.

TRADE ADVERTISING

Trade advertising is used to educate retailers about the premium attributes of VCP. Three ads were created this year for Canadian Grocer magazine. The ads reinforce the VCP quality message and promote Canadian pork options for the meat case.

As part of its trade advertising strategy, Canada Pork launched a digital social media strategy. The Verified Canadian Pork™ Instagram (IG) site was launched in 2023 @verifiedcanadianpork.

The objective is to highlight content to increase awareness and inspire individuals in the foodservice industry. Themes and

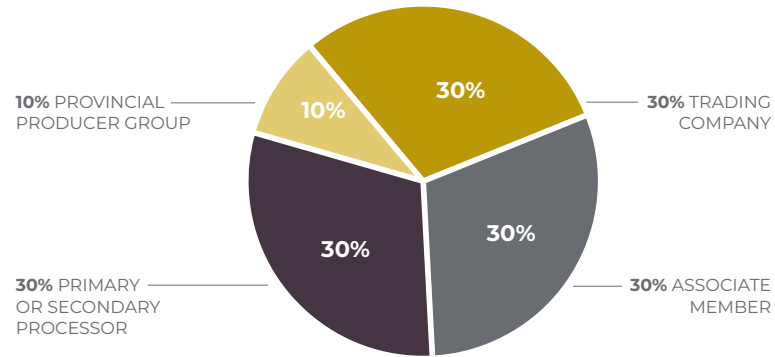
ideas for ongoing content include cooking techniques, new pork preparation ideas, available programs and resources, and information about the attributes and benefits of Verified Canadian Pork™ and the Canadian pork industry. Utilizing digital content allows Canada Pork to be more dynamic and reactive in their approach and to capture readership data.

“Canadian per capita pork consumption in Canada increased 14.4% to 16.72kgs (boneless weight) in 2023, an increase of 2.10 kgs, or 14.40%.”

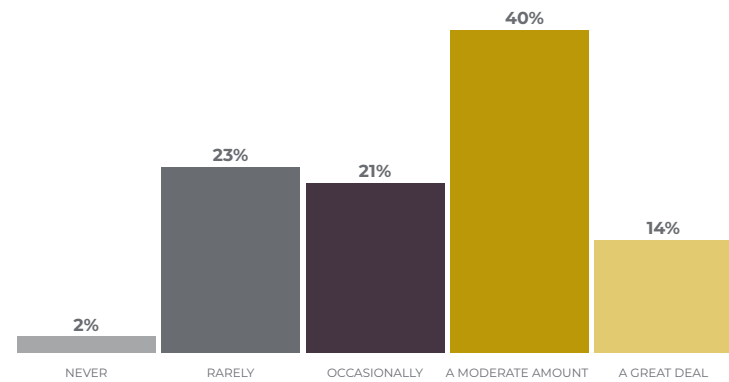
PERFORMANCE MEASURES

Canada Pork Member Satisfaction Survey 2023-2024.

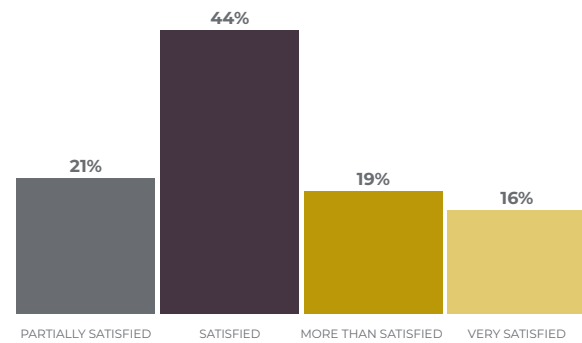
Canada Pork conducted an online satisfaction survey of members to obtain feedback and evaluation of its services and programs.



RESPONSE BY SEGMENT
The survey was sent to 65 Canada Pork members with 43 responses, a response rate of 66%.



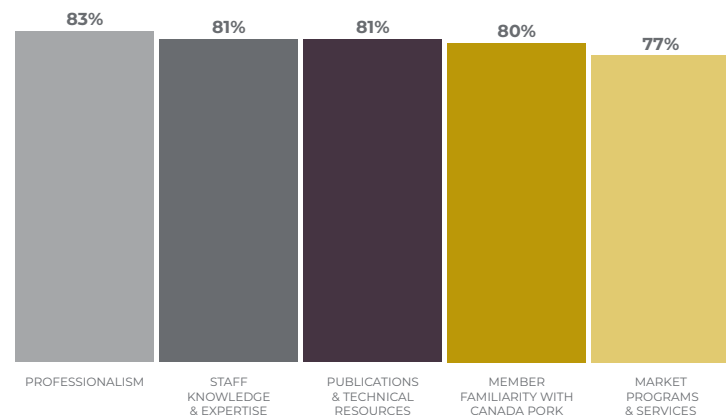
HOW MUCH HAS YOUR ORGANIZATION UTILIZED CANADA PORK IN THE LAST YEAR?
63% of respondents have utilized Canada Pork anywhere from occasionally to a great deal this past year.



PLEASE RATE YOUR LEVEL OF SATISFACTION WITH CANADA PORK IN THE LAST YEAR.
89% of respondents indicated they were satisfied, more than satisfied or very satisfied with Canada Pork over the past year.

Canada Pork survey respondents provide overall rating of 8.0/10.

Respondents were asked to rate five key areas of priorities and activities on a scale of 1-10 (with 10 the most positive). Combining these five strategic categories (shown at right) provides an overall score of 8.0/10 or 80%.



“75% of respondents have utilized Canada Pork anywhere from occasionally to a great deal this past year. 79% of respondents indicated they were satisfied or more than satisfied with Canada Pork over the past year.”

BASED ON YOUR ORGANIZATION'S GOALS, RATE THE FOLLOWING CANADA PORK PROGRAMS OR SERVICES AS THEY APPLY TO YOUR GOALS. RATE FROM 1 TO 5 WHERE 5 IS THE MOST IMPORTANT.

INTERNATIONAL TRADE SHOWS, SEMINARS, BUSINESS TO BUSINESS MEETINGS.	4.23
MARKET ACCESS OR REGULATORY INFORMATION SESSIONS.	4.12
INTERNATIONAL TRADE MISSIONS – INCOMING OR OUTGOING.	3.81
SALES PROMOTIONS THAT SUPPORT YOUR MARKETING STRATEGY IN KEY MARKETS.	3.37
VERIFIED CANADIAN PORK BRAND SUPPORT AND MARKETING MATERIALS.	3.23

BASED ON YOUR ORGANIZATION'S GOALS, RATE THE FOLLOWING CANADA PORK COMMUNICATIONS OR RESOURCES AS THEY APPLY TO YOUR GOALS. RATE FROM 1 TO 5 WHERE 5 IS THE MOST IMPORTANT.

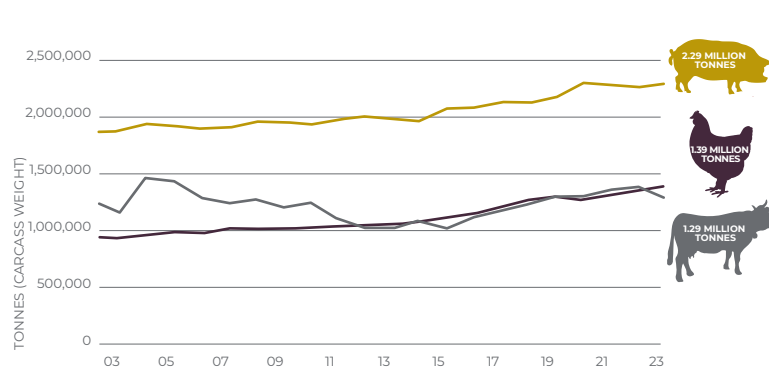
CANADA PORK COMMUNICATIONS REPORTS INCLUDING THE DAILY PRESS REVIEW, CANADA PORK MONTHLY ACTIVITY REPORT, WEEKLY ASIA MARKET UPDATE.	4.16
CANADA PORK MARKET INTELLIGENCE REPORTS INCLUDING GLOBAL AGRI-TRENDS AND WHOLE HOG BRIEF.	4.14
CANADA PORK TECHNICAL MATERIALS INCLUDING THE CANADIAN PORK HANDBOOK, CANADIAN PORK QUALITY STANDARDS RULER, CANADA PORK BUYERS GUIDE FOR RETAIL & FOODSERVICE, LYMPH NODE GUIDE, ETC.	3.72
CANADA PORK PROMOTIONAL ACTIVITIES AT RETAIL STORES, HOTELS, RESTAURANTS OR CULINARY SCHOOLS.	2.95
CANADA PORK TECHNICAL PROGRAMS INCLUDING DISTRIBUTOR EDUCATION PROGRAM (DEP), BENCHMARKING, CUTTING, MERCHANDISING OR COOKING DEMONSTRATIONS.	2.81

BASED ON YOUR ORGANIZATION'S GOALS, RATE THE FOLLOWING CANADA PORK SUPPORTS AS THEY APPLY TO YOUR GOALS. RATE FROM 1 TO 5 WHERE 5 IS THE MOST IMPORTANT.

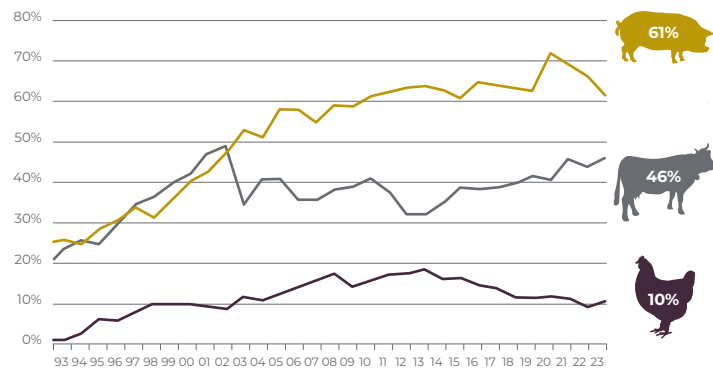
EFFORTS BY CANADA PORK IN COLLABORATION WITH CMC/CPC TO REPRESENT THE INDUSTRY AND COMMUNICATE MARKET ACCESS PRIORITIES TO THE CANADIAN GOVERNMENT, CFIA, FOREIGN GOVERNMENTS AND OTHER TRADE ORGANIZATIONS.	4.21
EFFORTS BY CANADA PORK IN COLLABORATION WITH CMC TO ENHANCE YOUR UNDERSTANDING OF ACTIONS TAKEN BY CANADA'S COMPETITORS IN KEY MARKETS.	4.07
EFFORTS BY CANADA PORK IN COLLABORATION WITH CMC TO PROVIDE YOUR COMPANY WITH UP-TO-DATE INFORMATION ON TECHNICAL REQUIREMENTS AND MARKET ACCESS CONDITIONS.	3.98
EFFORTS BY CANADA PORK IN COLLABORATION WITH CMC TO ADDRESS FOOD SAFETY, MEAT QUALITY, REGULATORY OR ACCESS ISSUES RELATED TO YOUR COMPANY.	3.98

MARKET INDICATORS

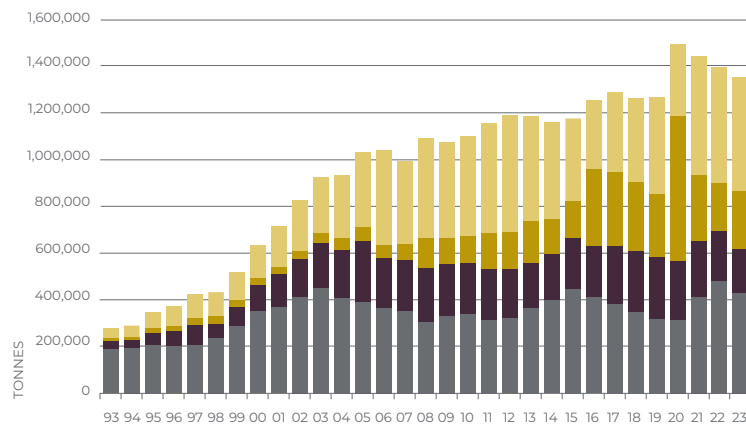
“Canadian pork production and pork exports remained strong in 2023. Canada produced 2.29 million tonnes of pork in 2023 and exported 61% of its production, down from a record high of 72% in 2020.”



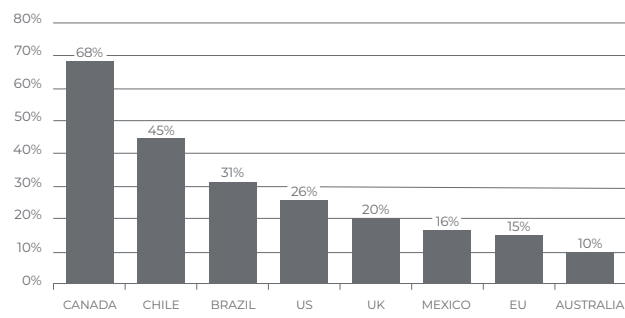
CANADIAN MEAT PRODUCTION
PORK | CHICKEN | BEEF | 2003-2023
Source: Statistics Canada



CANADIAN MEAT EXPORTS % OF PRODUCTION | 1993-2023
Source: Statistics Canada



CANADIAN PORK EXPORT VOLUME | 1993-2023
Source: Statistics Canada



PORK EXPORTS AS A PERCENT OF PRODUCTION, 2024
Source: GTIS, AgriTrends

KEY FINDINGS

In 2023, total Canadian pork export volume declined by 3.19% to 1,349,126 tonnes, valued at CAD 4.71 billion, a decrease of 2.55%.

The top five export markets in volume (U.S., China, Japan, Mexico, the Philippines) represented 84% of the market.

The U.S. is Canada's largest pork export market with 427,671 tonnes, a 10.9% decline from 2022, representing 31.7% of total exports by volume.

China is Canada's second largest export market. In 2023, Canadian

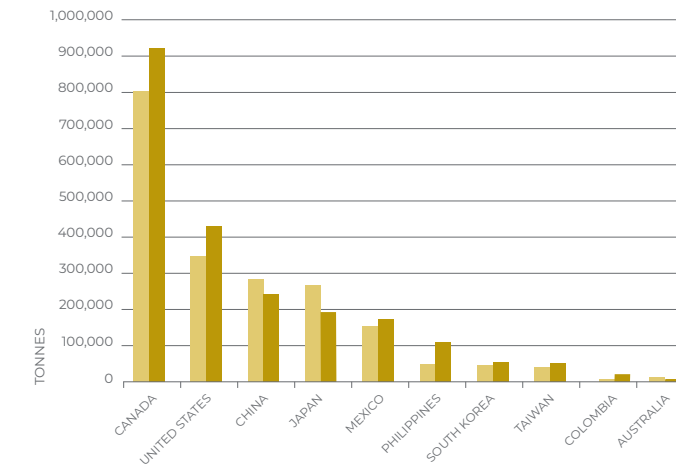
pork shipments to China increased by more than 25% to 239,835 tonnes.

Japan ranks third in export markets. Canadian pork exports to Japan declined by 13.7% in 2023 to a volume of 190,745 tonnes.

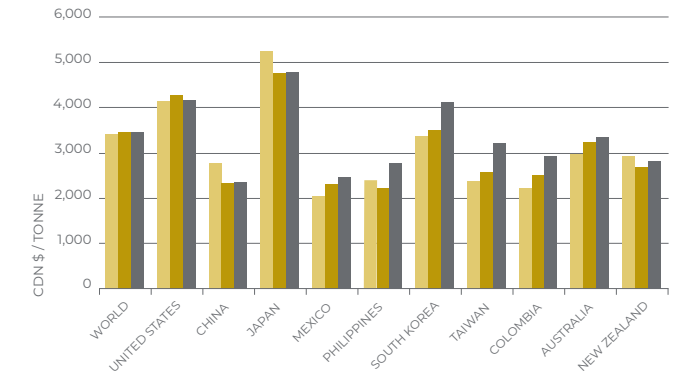
Canadian pork exports to Mexico totalled 172,572 tonnes, dropping 7.3% from the year prior.

In 2022, the Filipino market continued to show growth for Canadian pork exports with an 8.2% increase to 137,555 tonnes achieving almost 10% of total pork exports.

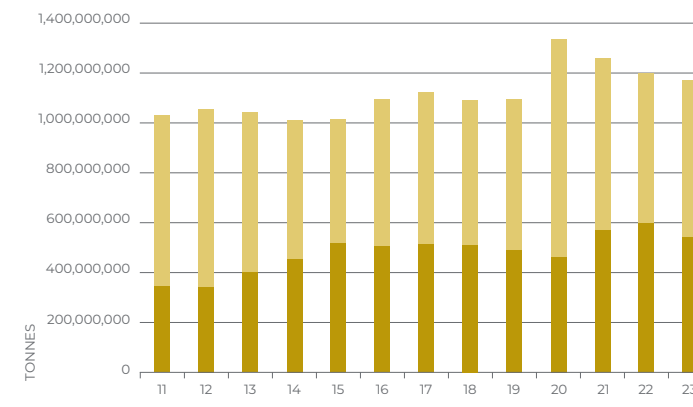
“Total pork disappearance was the highest in at least two decades, reaching more than 900,000 tonnes in 2023.”



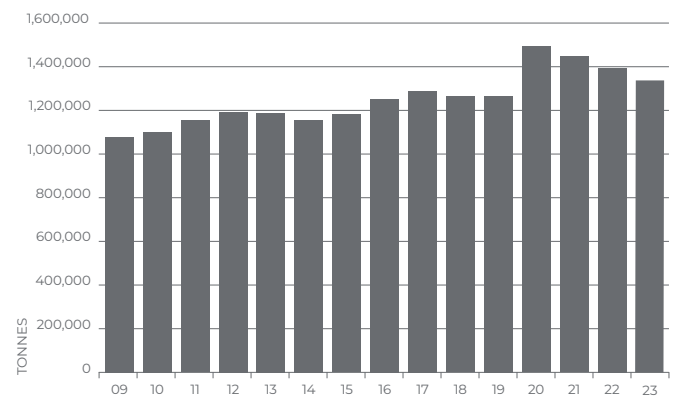
CANADA'S TOP TEN PORK MARKETS INCLUDING IMPORTS 2018 vs 2023
Source: Statistics Canada



UNIT VALUES OF TOP TEN CANADIAN PORK MARKETS | 2021-2023
(top ten markets ranked by 2023 export volumes)
Source: Statistics Canada



CANADIAN FRESH/CHILLED AND FROZEN PORK EXPORTS
* Including Cuts and Offal * excluding Pork Fat and Processed Pork
Source: Statistics Canada

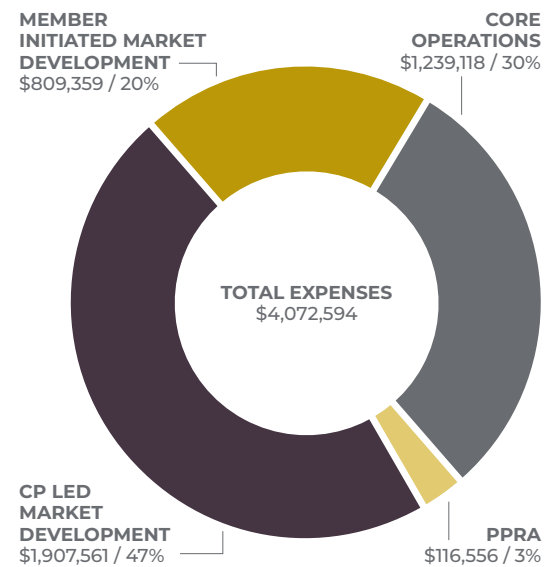
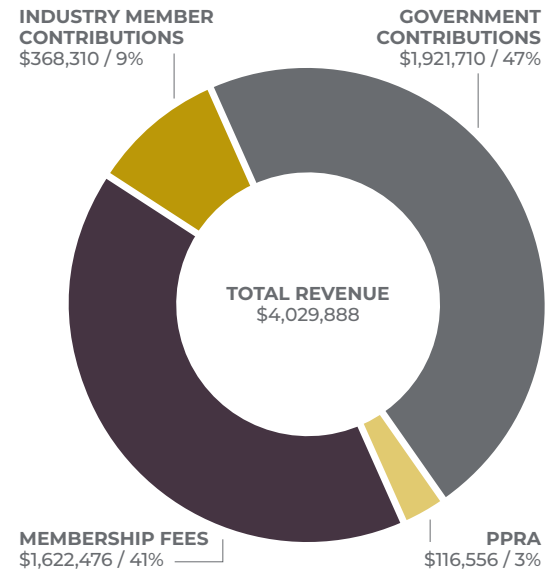


CANADIAN PORK EXPORT VOLUME | 2009-2023
CANADIAN PORK IS SHIPPED TO 79 COUNTRIES
Source: Statistics Canada

2023-2024 FINANCIAL REPORT

	2024	2023
STATEMENT OF FINANCIAL POSITION		
March 31, 2024		
ASSETS		
Cash	1,146,818	510,517
Accounts Receivable	818,707	1,055,749
Prepaid Expenses	151,487	66,086
Current Assets	2,117,012	1,632,352
TOTAL ASSETS	2,117,012	1,632,352
LIABILITIES AND NET ASSETS		
Liabilities		
Accounts Payable and Accrued Liabilities	1,017,004	723,371
Deferred Contributions	72,023	45,285
Deferred Revenues	237,370	30,375
Total Liabilities	1,326,397	799,031
Restricted Net Assets		
Contingency Reserve	500,000	500,000
Unrestricted Net Assets	290,615	333,321
Total Net Assets	790,615	833,321
TOTAL LIABILITIES AND NET ASSETS	2,117,012	1,632,352

STATEMENT OF OPERATIONS		
For the year ended March 31, 2024		
REVENUE		
Membership Fees	1,622,476	1,706,462
Industry Member Contributions	368,310	339,965
Government Contributions	1,921,710	1,563,779
PPRA	116,556	60,305
Other	836	5,222
TOTAL REVENUE	4,029,888	3,675,733
EXPENSES		
Core Operations	1,239,118	1,123,736
CP Led Market Development	1,907,561	1,924,979
Member Initiated Market Development	809,359	585,185
PPRA	116,556	60,305
TOTAL EXPENSES	4,072,594	3,694,205
EXCESS OF REVENUE OVER EXPENSES	-42,706	-18,472



March 31, 2024 excess revenue over expenses is -\$42,706.00.
Note expressed percentages are rounded.





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