



Canada PORK

2020-2021 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 CHAIRMAN

On behalf of the Board of Directors of Canada Pork, I am pleased to present the 2020-2021 Annual Report.

2020 will undoubtedly be remembered as one of the most challenging years in recent history. The COVID-19 global pandemic has turned upside down the personal and professional lives of all Canadians, and the Canadian pork industry will likely be adjusting to the realities of a post-pandemic environment for some time to come.

Despite the challenges faced during the pandemic, 2020 was a record year for Canadian pork. The volume of Canadian pork production reached 2.3 million tonnes in 2020 and the volume of Canadian pork exports totalled more than 1.4 million tonnes being shipped to a diversified market portfolio of more than 90 countries.

More than ever, pork from Canada was in demand by our global customers, reaching historic levels during 2020.

Throughout the pandemic, the Board of Directors has been working closely with staff to ensure continuity of programs and services. New technologies have allowed for activities that

are traditionally held in-person to shift successfully to online or virtual formats until travel can return to normal.

The Canadian pork industry will continue to be faced with many challenges. The threat of African Swine Fever along with ensuring access to current and emerging markets will be the leading priorities.

I am pleased to report that through the leadership of Trevor Sears and his team, both in Canada and overseas in the Japan and China offices, the day-to-day business operations continue to perform well and on strategy.

Once again, our outcomes demonstrated the resilience of our Canadian pork industry to face the global pandemic challenges by strengthening our partnerships and adapting our strategies to meet the best interests of the industry.

To all members of Canada Pork, I have been inspired by the dedication of our industry to work collaboratively to find creative solutions during these most challenging of times. Your support is greatly appreciated.

Hans Kristensen / Chair

2020-2021 CANADA PORK BOARD OF DIRECTORS

CHAIR

Hans Kristensen,
Canadian Pork Council

VICE CHAIR

Guy Baudry,
HyLife Foods LP

TREASURER

Neil Ketilson,
Donald's Fine Foods

EXECUTIVE DIRECTORS

Richard Davies,
Olymel, S.E.C. / L.P.

Dickson Gould,
Canadian Pork Council

DIRECTORS

Rick Bergmann,
Canadian Pork Council

Chad Coleman,
P.J. Impex Inc.

Ron Gibson,
Maple Leaf Foods

Oliver Haan,
Canadian Pork Council

Scott Peters,
Canadian Pork Council

Louis-Philippe Roy
Canadian Pork Council

Troy Warren,
Sure Good Foods Ltd.



MESSAGE FROM THE PRESIDENT & CEO

The 2020-2021 fiscal year continued to be challenging. The COVID-19 pandemic had a profound impact on all industry participants.

As the year progressed, we gained a better understanding of how to work in the “new normal” environment. Our online and digital outreach allowed us to connect with customers and industry through webinars, online B2B meetings and virtual trade shows. We continued to work on behalf of our members to reach our vision to make Canada the world’s preferred supplier of quality pork.

While COVID-19 is still with us, there are other issues we need to address. Access to China continues to be restricted and alongside the Board of Directors, we are working through a strategy to deal with this urgent and important issue.

The threat of Asian Swine Fever is also top of mind and we continue to work with government, industry associations and our members on developing preparedness tools for industry and the establishment of zoning agreements with our global customers.

It was a difficult year and I want to thank our members, our pork producers and our industry partners for your support as we continue to respond and adapt to these difficult times.

I also want to acknowledge our Canada Pork staff. They have demonstrated their commitment, resourcefulness and hard work over these demanding months—thank you for your efforts.

Our organization is strong and I know that we will weather these storms. I look forward to continuing our work to improve the access, awareness and growth of the Canadian pork industry.

Trevor Sears / President & CEO



MARKET INTELLIGENCE & Industry Tools

Canada Pork offers its members privileged and exclusive market intelligence and analysis of the global pork trade from subject matter experts. These resources are shared on a regular basis and include in-depth reports such as the highly-respected and well-researched Global AgriTrends and the Whole Hog Brief.

Canada Pork also provides additional privileged information and analysis on the global meat trade to keep members informed on how the hog industry is performing and to identify trends. These reports include:

- Monthly Canadian pork export trade statistics.
- Weekly Market Asia Report, with valuable and timely information from our overseas offices on local legislation, trends and statistics.
- Weekly statistical information tracking slaughter numbers, market hogs and prices, and pork imports and exports.
- Daily Press Review, with selected news of interest on the Canadian market, meat trade, foreign markets and competitor export countries.
- Monthly Canada Pork Activity Report which provides more detail and insight into the work undertaken by the Canada Pork team and how this work provides value to members.

INDUSTRY TOOLS

Canada Pork's Team offers a wide range of resources, market development tools and marketing technical tools dedicated to supporting its members, end-user customers, customers and industry stakeholders in their day-to-day business. These resources are updated regularly:

- Market Development Tools including demand-building guides for retail and foodservice along with information on the Verified Canadian Pork™ program.
- Marketing Technical Tools including guides for meat cuts and specifications; the Canada Pork Handbook; Quality Standards tools; and the Lymph Nodes System handbook.
- Corporate Tools including the Annual Report and the National Pork Marketing Annual Report.

Canadian quality, enjoyed globally.

View this email in your browser
Pour voir cette infolettre de Porc Canada en français, cliquez-ici.



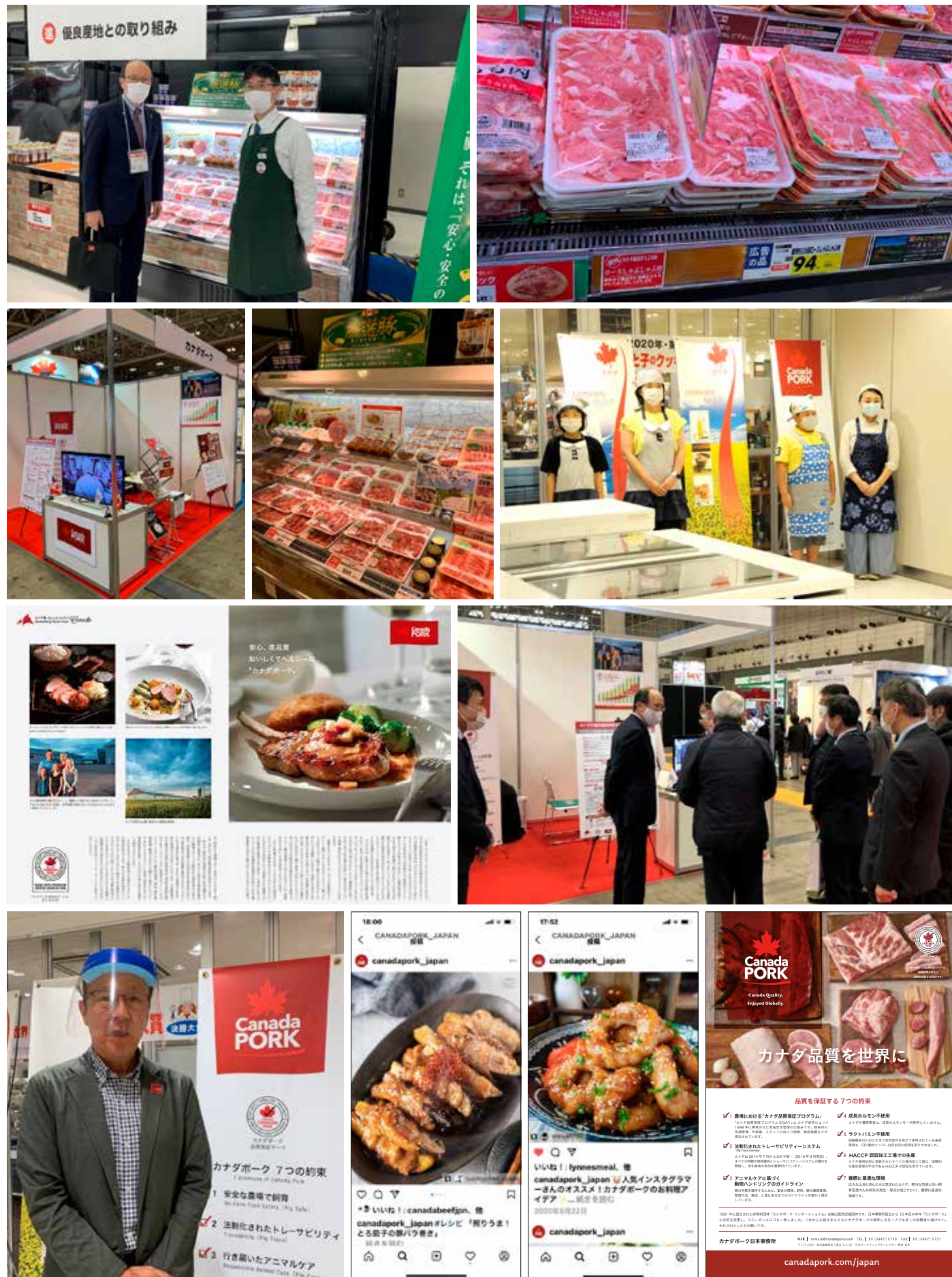
Canada Pork Regular Members Gain Access to Market Intelligence Publication

Canada Pork works to provide regular members with the market intelligence and industry news needed to stay ahead of the competition, make short and long-term decisions and build business in today's global environment.

We are pleased to announce we are adding a new publication to our market intelligence toolbox, one that will help members identify changes in market conditions and emerging issues important to the Canadian pork industry. Available to regular members only, access to *The Whole Hog Brief* is now part of the suite of benefits that come with membership in Canada Pork.

The Whole Hog Brief has been providing industry intelligence since 1999. Whole Hog's forecasting record for the direction of global pig prices has been 100% since then. Managed by industry expert and Editor, Dr. John Strak, this highly respected report is written by a team of industry experts from around the world. Only Canada Pork regular members have been provided with a special code to access this monthly report.





International Initiatives JAPAN

CONNECTING WITH CONSUMERS

With limited in-person opportunities available, the Canada Pork Japan Marketing office pivoted to social media as a way to connect with consumers, launching an Instagram page in May 2020.

The team produced a number of Instagram Live cooking shows featuring Instagram influencers—these influencers have between 50,000 and 145,000 followers. The influencers conduct cooking shows and/or post Canadian pork recipes they have developed.

EDUCATING CUSTOMERS AND CONSUMERS

Educating customers and consumers is an important component for Canada Pork Japan. This year educational programming included both online and in-person events.

Canada Pork Japan presented a Distributor Education Program (DEP) in July 2020 to the students of the Federal Meat Academy.

Canada Pork Japan presented a DEP by webinar to the operating staff of the Kanesue supermarket chain September 2020. This was the first DEP webinar for the Japan office.

Canada Pork presented a DEP session in March 2021 at Makuhari Mess in Chiba as part of the Japan Meat Industry Fair 2021.

PRODUCING SUCCESSFUL EVENTS

Canada Pork Japan collaborated with TV Osaka for the 28th annual Parents and Children Cooking Grand Prix 2020 in July. This event was broadcast on the Summer Holiday Special TV program of TV Osaka (covering the Kansai area).

Canada Pork Japan typically supports in-store demonstrations at Costco and other supermarket chains to increase brand awareness and sales of Canadian pork; however, due to COVID-19 restrictions, demos are not taking place. Instead, Costco held a “Canada” fair featuring special pricing on Canadian products including Canadian pork.

Costco Japan re-introduced in-store tasting demonstrations for processed meat (not as yet for fresh meat). The Canada Pork in-store tasting was held on November 5 at all Japan Costco warehouses.

The BELC supermarket chain (in the Kanto area, close to Tokyo) has been offering Canadian pork to their customers for more than 20 years. The supermarket chain now features six different chilled pork products from six different vendors. Their store in Wako Shirako recently featured Canadian pork in their flyer.

Two well-known restaurant chains in Japan feature Canadian pork. Mallory Pork Steak restaurant menu features many steak offerings with a wide range of cuts and sizes. Tokyo Tonteki is a chain of restaurants famous for their thicker pork steaks, served in a sizzling cast iron pan.

PARTICIPATING IN TRADE SHOWS

Canada Pork participated at the Supermarket Tradeshow (SMTS) held February 17 - 19, 2021 at the Makuhari Messe convention centre just outside of Tokyo.

The Japan Meat Industry Fair 2021 and Foodex Japan 2021 were held together March 9 - 21, 2021.

International Initiatives CHINA

CONNECTING WITH CONSUMERS

The Canada Pork China office adapted a selection of the Verified Canadian Pork™ home cooking videos for the China market. The videos were translated into Chinese and are being used at various promotional events, making them more accessible to the Chinese audience.

DEVELOPING EFFECTIVE RESOURCES

Key Canada Pork resources have been translated into Chinese and made available to the retail, foodservice and processing industries.

PRODUCING SUCCESSFUL EVENTS

Meat Industry Webinar

In July 2020, Canada Pork collaborated with Canada Beef to present a webinar for the Chinese market with an overview of measures taken by the Canadian red meat industry to address the COVID-19 virus. The theme of the webinar was “Quality with Confidence—Safeguarding Canada’s Red Meat Supply.”

About 50 participants, including in-market importers, distributors and end-user customers as well as meat associations and government regulators joined the webinar.

China International Meat Industry Week

The China Meat Association (CMA) produced the World Meat Industry Development Conference 2020, held September 8-9, 2020, in Qingdao, China; attendance included about 700 industry representatives.

Canada Pork CEO and President Trevor Sears joined the panel discussion and shared insights about the Canadian pork industry, export trends and the Verified Canadian Pork™ program. This event was the largest and most influential meat industry event in China in 2020.

Food Hotel China Trade Show

Food Hotel China took place in Shanghai New International Exhibition Center on November 10-12, 2020. Canada Pork exhibited at the show with a new pavilion design.

The new booth design features images of Canadian pork cuts and delicious Canadian pork cooked dishes. The Canada Pork booth attracted hundreds of visitors during the three-day show. Visitors received a newly created information kit which included the Canada Pork 2020-2021 member contact list, quality assurance brochure, the foodservice brochure and the retail and foodservice buyers guide.

ANUFOOD China Chef Table Event

Canada Pork participated at the ANUFOOD China Chef Table event in Guangzhou. This event provides a unique opportunity to generate trade leads and increase brand exposure in the South China market. An on-site cooking demonstration featured a celebrity chef using Canadian pork ribs; the demo was also livestreamed on social media with the total number of views reaching 220,000.

Attendees included 87 buyers from the retail and foodservice industries.





anufood china

anuga

世界食品（深圳）博览会

2021年4月21-23日

深圳国际会展中心（新馆）



Canada PORK

加拿大猪肉协会

加拿大猪肉协会 (Canada Pork) 由加拿大肉类协会 (猪肉加工商) 和 Canadian Pork Council (加拿大猪肉养殖户协会) 成立于1991年。加拿大猪肉协会会员包括19家加工厂与20家贸易商。加拿大猪肉协会为加拿大猪肉行业在加拿大国内市场与出口市场进行市场拓展与推广，致力于推进市场准入、提高加拿大猪肉的知名度，持续保持行业的增长。



加拿大认证猪肉™
加拿大本土饲养
加拿大联邦认证
畅销于全球市场

加拿大肉猪养殖者和猪肉加工商携手共同为中国餐饮企业提供令人激动的机遇。为消费者带来从农场到餐桌的质量保证体系，为经销商和餐饮企业带来专业化的市场支持。

加拿大认证猪肉™ (VCP) 是由致力于提供符合世界上最高食品安全标准的养殖和加工的高品质肉猪养殖者和猪肉加工商所持有的品牌。

- ✓ 农场食品卫生与安全 (PigSAFE) 加拿大猪肉产业市场食品安全和动物福利由加拿大质量保障 (CQA) 计划和动物福利计划™ (CQA) 管理。 www.cqa-meat.ca
- ✓ 负责任动物处理 (PigCARE) 加拿大肉类处理商遵守严格守则和制定自杀肉处理、护理、运输和宰杀等相关标准。 www.cbc.ca
- ✓ 猪群可追溯系统 (PigTRACE) 加拿大是北美洲唯一实施追溯系统识别和追溯系统的地方。所有猪肉加工商都必须接受审计，以确保其遵守严格的追溯系统和安全。 www.pigtrace.ca
- ✓ 不添加抗生素 加拿大所有的猪肉产品一样，加拿大认证猪肉™在肉猪饲养过程中不使用抗生素。
- ✓ 安全健康猪肉 所有从加拿大出口到中国的猪肉产品，都严格遵循中国的法律法规，在整个猪肉产业链中，产品均符合中国法律法规。
- ✓ 安心消费加工工厂生产 (HACCP Approved) 加拿大认证猪肉™加工商是加拿大食品检验局(CFIA)和联邦注册HACCP认证工厂，保持最高的安全、质量和可追溯性。
- ✓ 富含优质蛋白 加拿大猪肉富含优质蛋白质和独特脂肪为主的多种维生素和矿物质，加拿大猪肉含有更多蛋白质和更低脂肪。



加拿大认证猪肉™
农场到餐桌
品质保证

加拿大认证猪肉™ (VCP) 是由致力于提供符合世界上最高食品安全标准的养殖和加工的高品质肉猪养殖者和猪肉加工商所持有的品牌。

- ✓ 农场食品卫生与安全 (PigSAFE)
- ✓ 负责任动物处理 (PigCARE)
- ✓ 猪群可追溯系统 (PigTRACE)
- ✓ 不添加抗生素
- ✓ 安全健康猪肉
- ✓ 安心消费加工工厂生产
- ✓ 富含优质蛋白

FOR CHINESE MEAT PROFESSIONALS



SAFEGUARDING THE CANADIAN MEAT SUPPLY

A Webinar Presentation from the Canadian Beef and Pork Industries.

Join Our Speakers



Ms. Rachael Redington
Minister (Commercial)
Embassy of Canada in China



Mr. Trevor Sears
President/CEO
Canada Pork



Mr. Michael Young
President
Canada Beef



Dr. Xianglin Yang
Microbiologist
Agriculture and Agri-Food Canada

Industry Leaders,
We would like to personally invite you to join us for an important webinar on July 30th. Dr. Yang will provide an overview of key information on the virus followed by a presentation on the current measures taken by the Canadian meat industry to protect against COVID-19. Our processing sector has invested over 50 million dollars to safeguard the health of workers and to help ensure an uninterrupted supply of Canadian beef and pork for the export marketplace.

Canada Pork and Canada Beef will each present an overview of marketing and promotion programs and the value proposition that our products bring to the marketplace.

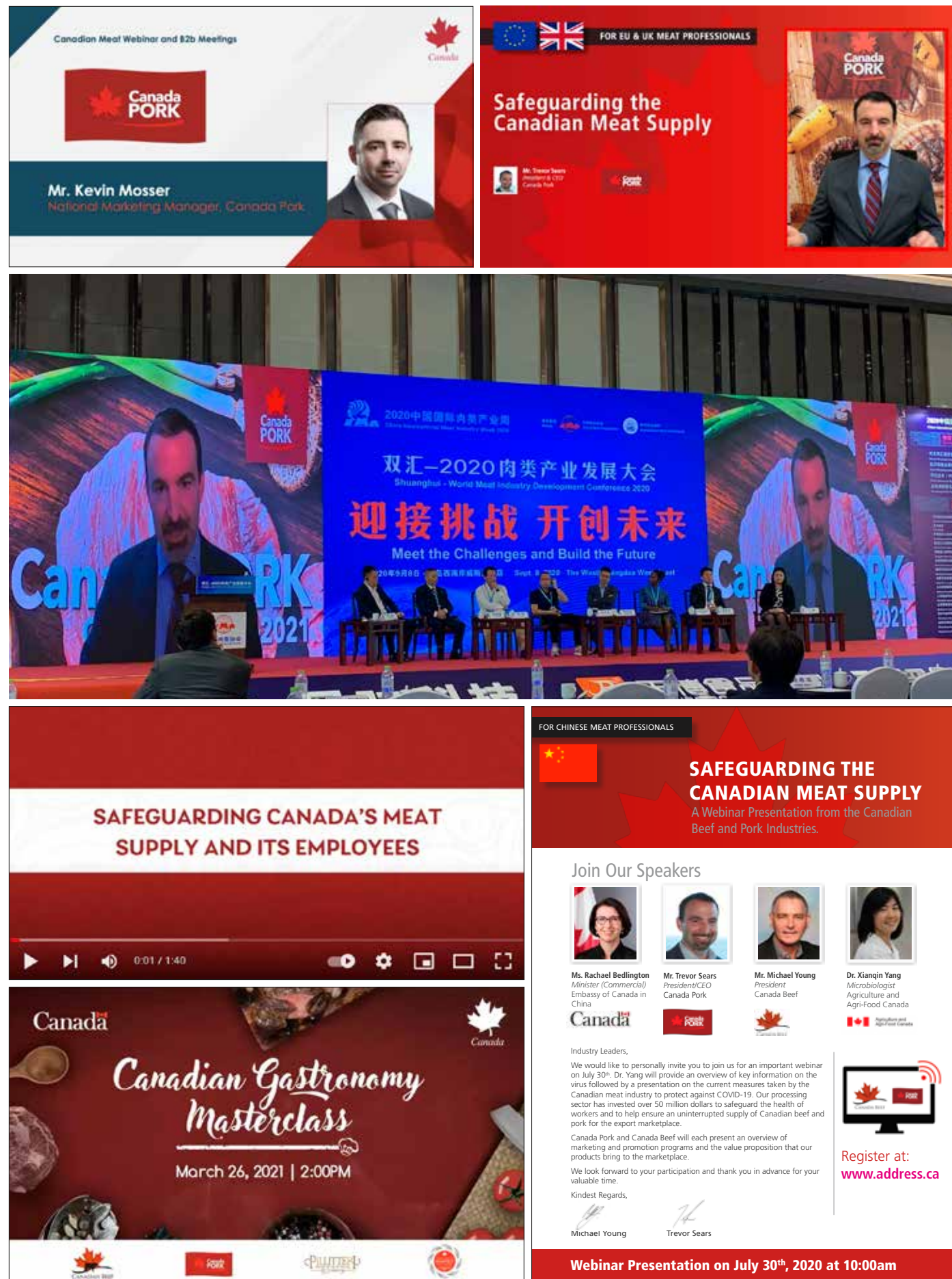
We look forward to your participation and thank you in advance for your valuable time.

Kindest Regards,
Michael Young
Trevor Sears

Register at:
www.address.ca

Webinar Presentation on July 30th, 2020 at 10:00am

Canada PORK 2020-2021 / ANNUAL REPORT



WEBINARS & B2B Sessions

In the new pandemic world, many in-person events went virtual. Canada Pork embraced the new normal with a series of webinars and virtual trade shows.

MEETING INDUSTRY ONLINE WITH WEBINARS

Six webinar events were completed this fiscal year including China, Japan, South Korea, Taiwan, Philippines and EU/UK. The livestream events were often introduced by the local Canadian embassy or trade offices. Content included the safety and benefits of Canadian pork along with the programs and services available to support end-user customers.

In July 2020, Canada Pork collaborated with Canada Beef to present a webinar for the Chinese market with an overview of measures taken by the Canadian red meat industry to address the COVID-19 pandemic. The theme of the webinar was “Quality with Confidence—Safeguarding Canada’s Red Meat Supply” and had about 50 participants.

In September 2020, Canada Pork Japan Office held a webinar in collaboration with Canada Beef to share an overview of the current measures taken in the Canadian meat industry to protect against COVID-19. The theme of the webinar was “Safeguarding the Canadian Meat Supply,” and 169 Japanese in-market importers, distributors, purveyors, end-user customers, processors, trade associations and government representatives joined the industry event and shared positive feedback.

Canada Pork recently participated in a webinar presented to the EU/UK market. The webinar, titled “Safeguarding Canada’s Meat Supply,” is a collaboration between Canada Pork and

Canada Beef along with the Government of Canada. This was the first webinar presented to this market and was directed at business-to-business contacts.

ATTENDING VIRTUAL TRADE SHOWS

Canada Pork participated at the World Food Expo held in Manila, Philippines in March 2020. The event was presented as a virtual trade show and the Canadian Embassy had a “booth” where Canada Pork participated in the area showcasing Canadian meat products.

During the trade show, a Canadian Gastronomy Masterclass was streamed on Facebook Live on March 26. Presentations were given by both Canada Pork and Canada Beef followed by presentations from other Canadian food and wine suppliers. The presentations featured information, recipes and cooking demonstrations.

CANADA PORK ANNUAL CONFERENCE GOES VIRTUAL

Canada Pork held another successful annual conference on Thursday, February 11. The difference this year was that the conference was virtual, with more than 150 people taking part in the livestream event.

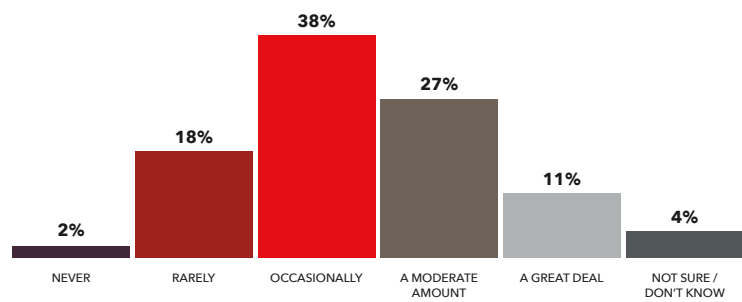
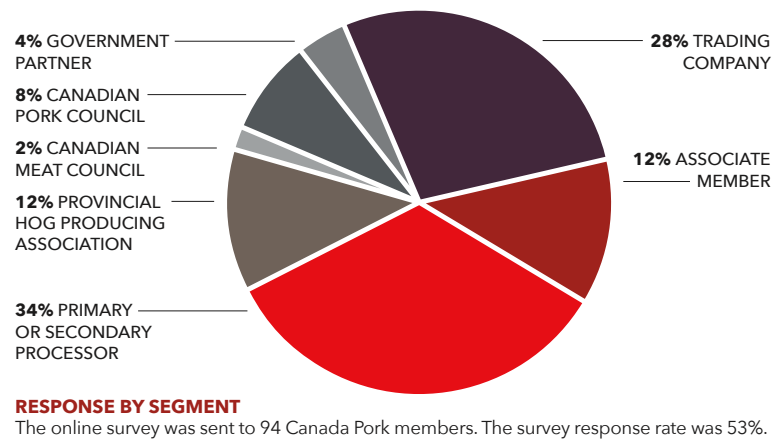
CREATING EFFECTIVE COVID-19 RESOURCES

Canada Pork developed a promotional video related to the COVID-19 pandemic which demonstrates that the health and safety of processing plant employees and their local communities is the utmost priority. Created in French and English, the video was made available to customers and members for use in their marketing and social media.

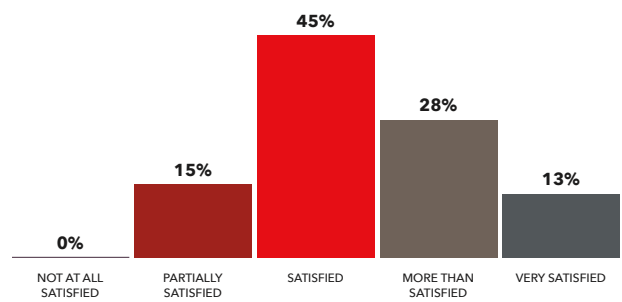
Performance MEASURES

CANADA PORK MEMBER SATISFACTION SURVEY 2020

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



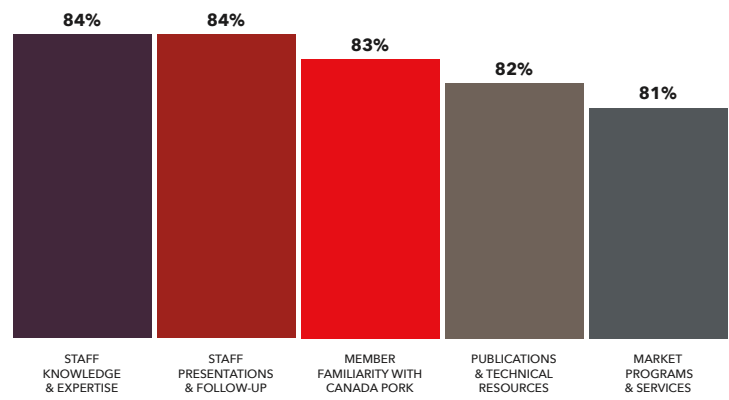
HOW MUCH HAS YOUR ORGANIZATION UTILIZED CANADA PORK IN THE LAST YEAR?
75% of respondents have utilized Canada Pork anywhere from occasionally to a great deal this past year.



PLEASE RATE YOUR LEVEL OF SATISFACTION WITH CANADA PORK IN THE LAST YEAR.
85% of respondents indicated they were satisfied or more than satisfied with Canada Pork over the past year.

CANADA PORK SURVEY RESPONDENTS PROVIDE OVERALL RATING OF 8.3/10

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 8.3/10 or 83%.



75% OF RESPONDENTS HAVE UTILIZED CANADA PORK ANYWHERE FROM OCCASIONALLY TO A GREAT DEAL THIS PAST YEAR. 85% 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.

MARKET ACCESS OR REGULATORY INFORMATION SESSIONS.	4.09
INTERNATIONAL TRADE SHOWS, SEMINARS, BUSINESS TO BUSINESS MEETINGS.	4.02
INTERNATIONAL TRADE MISSIONS - INCOMING OR OUTGOING.	3.82
VERIFIED CANADIAN PORK BRAND SUPPORT AND MARKETING MATERIALS.	3.36
SALES PROMOTIONS THAT SUPPORT YOUR MARKETING STRATEGY IN KEY MARKETS.	3.29

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.

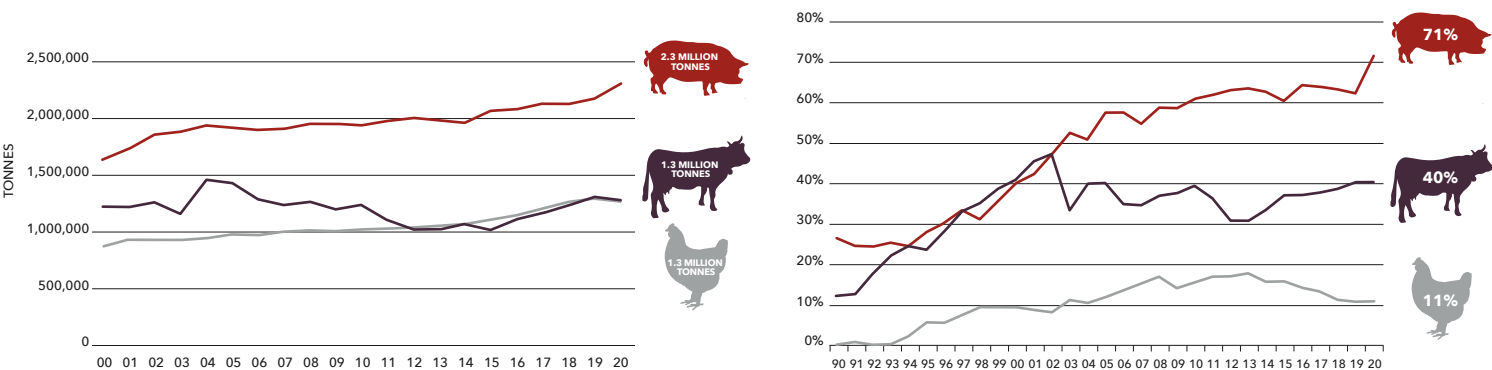
CANADA PORK MARKET INTELLIGENCE REPORTS INCLUDING GLOBAL AGRI-TRENDS AND WHOLE HOG BRIEF.	4.3
CANADA PORK COMMUNICATIONS REPORTS INCLUDING THE DAILY PRESS REVIEW, CANADA PORK MONTHLY ACTIVITY REPORT, WEEKLY ASIA MARKET UPDATE.	4.2
CANADA PORK TECHNICAL MATERIALS INCLUDING THE CANADIAN PORK HANDBOOK, CANADIAN PORK QUALITY STANDARDS RULER, CANADA PORK BUYERS GUIDE FOR RETAIL & FOODSERVICE, LYMPH NODE GUIDE, ETC.	3.93
CANADA PORK TECHNICAL PROGRAMS INCLUDING DISTRIBUTOR EDUCATION PROGRAM (DEP), BENCHMARKING, CUTTING, MERCHANDISING OR COOKING DEMONSTRATIONS.	3.37
CANADA PORK PROMOTIONAL ACTIVITIES AT RETAIL STORES, HOTELS, RESTAURANTS OR CULINARY SCHOOLS.	3.28

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 TO REPRESENT THE INDUSTRY AND COMMUNICATE MARKET ACCESS PRIORITIES TO THE CANADIAN GOVERNMENT, CFIA, FOREIGN GOVERNMENTS AND OTHER TRADE ORGANIZATIONS.	4.39
EFFORTS TO PROVIDE YOUR COMPANY WITH UP-TO-DATE INFORMATION ON TECHNICAL REQUIREMENTS AND MARKET ACCESS CONDITIONS.	4.11
EFFORTS TO ENHANCE YOUR UNDERSTANDING OF THE ACTIONS TAKEN BY CANADA'S COMPETITORS IN KEY MARKETS.	4.07
EFFORTS TO ADDRESS FOOD SAFETY, MEAT QUALITY, REGULATORY OR ACCESS ISSUES RELATED TO YOUR COMPANY.	3.95
EFFORTS TO PROVIDE INFORMATION ABOUT UPCOMING INSPECTION MISSIONS TO VISIT CANADIAN PLANTS.	3.89
ACTIVITIES AND RESOURCES FOCUSING ON RESPONSIBLE ANIMAL CARE AND WELFARE SYSTEMS IN CANADA.	3.64

Market INDICATORS

In 2020, total Canadian pork exports increased by 17.89% to 1,488,116 tonnes which were valued at CAD 5 billion (20% growth).



CANADIAN MEAT PRODUCTION
PORK | CHICKEN | BEEF | 2000-2020

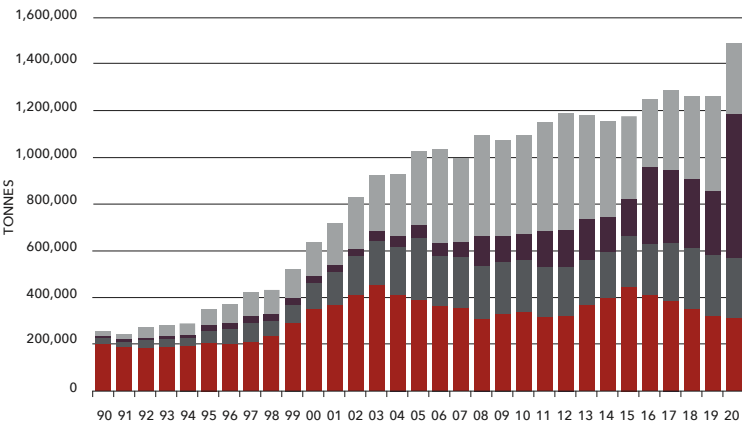
Source: Agriculture Canada, Statistics Canada

— PORK — CHICKEN — BEEF

CANADIAN MEAT EXPORTS % OF PRODUCTION

Source: Statistics Canada

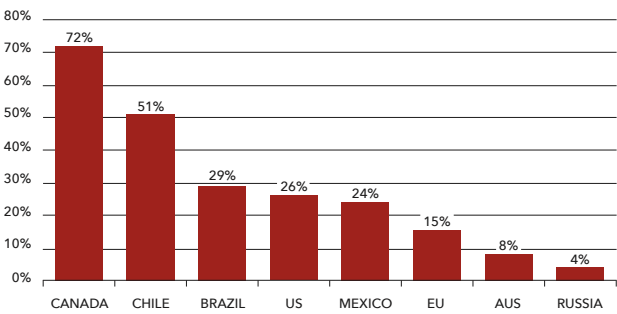
— PORK — CHICKEN — BEEF



CANADIAN PORK EXPORT VOLUME | 1990-2020

Source: Statistics Canada

■ OTHER ■ CHINA/HK ■ JAPAN ■ US

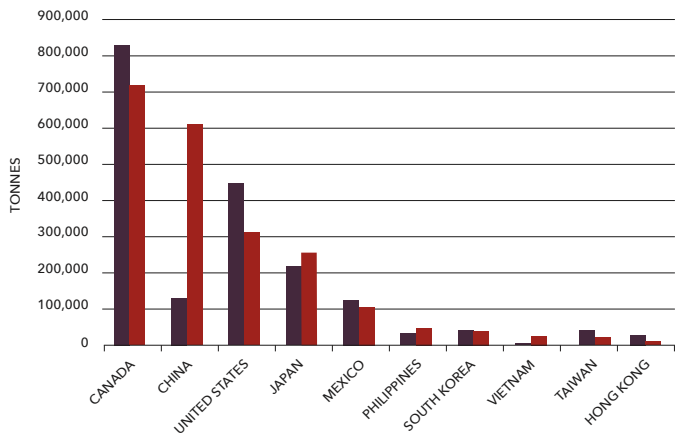


% OF PORK PRODUCTION EXPORTED (2020)

Source: GTIS, AgriTrends

KEY FINDINGS

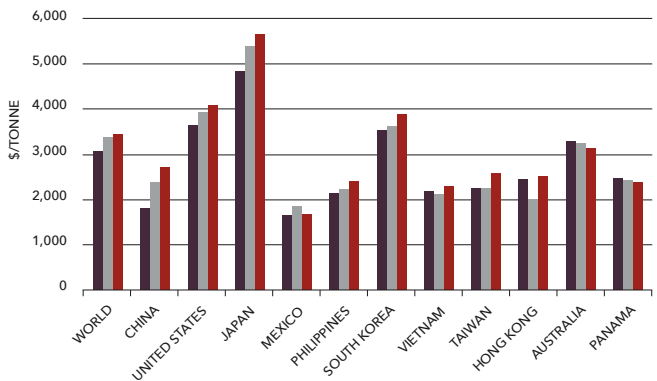
- In 2020, total Canadian pork exports increased by 17.89% to 1,488,116 tonnes, which were valued at CAD 5 billion (20% growth).
- The four top export markets in volume (China, USA, Japan and Mexico) accounted for 86.34% of total Canadian pork exports.
- In 2020, the main driver of Canadian pork exports was China: exports increased by 138.61% to 609,655 tonnes, which was 40.97% of total Canadian pork exports in volume with a value of CAD 1.6 billion.
- Japan is the second export market by value with CAD 1.4 billion and the third by volume with 255,226 tonnes.
- The U.S. was the second export market by volume (311,203 tonnes) and the third in value (CAD 1.3 billion).
- Mexico ranked number four for exports by value and volume, but with a 36.8% decline in value to CAD 178 million and a 30% decrease in volume to 107,286 tonnes.



CANADA'S TOP TEN PORK MARKETS INCLUDING IMPORTS

Source: Statistics Canada

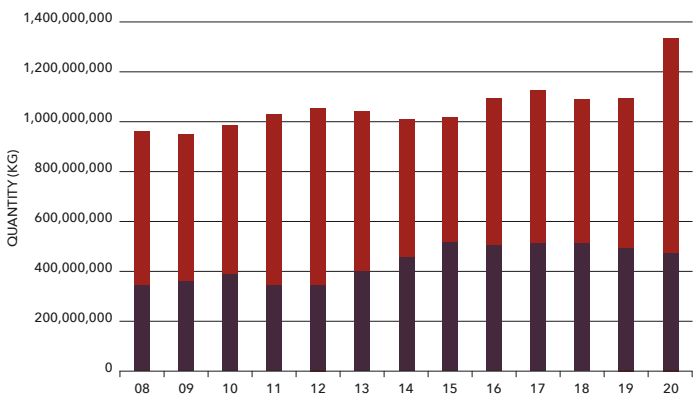
■ 2015 ■ 2020



TOP UNIT VALUE MARKETS
CANADIAN PORK EXPORTS | 2018-2020

Source: Statistics Canada

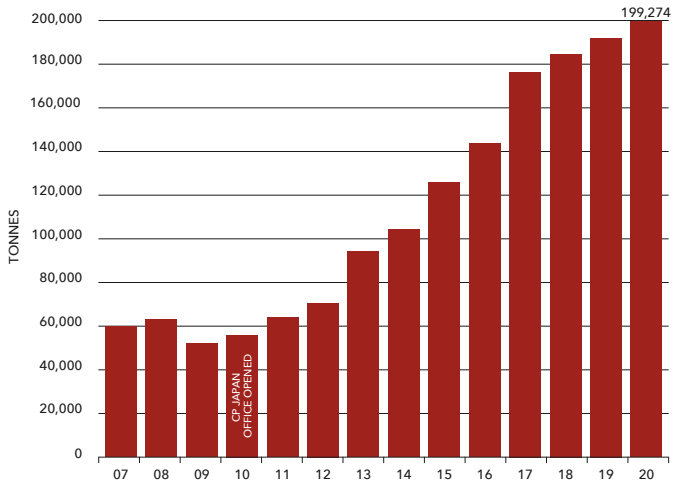
■ 2018 ■ 2019 ■ 2020



CANADIAN FRESH/CHILLED AND FROZEN PORK EXPORTS

Source: Statistics Canada

■ FROZEN PORK ■ FRESH PORK



CANADIAN CHILLED PORK GROWTH JAPAN | 2007-2020

Source: Trade Statistics of Japan, Ministry of Finance

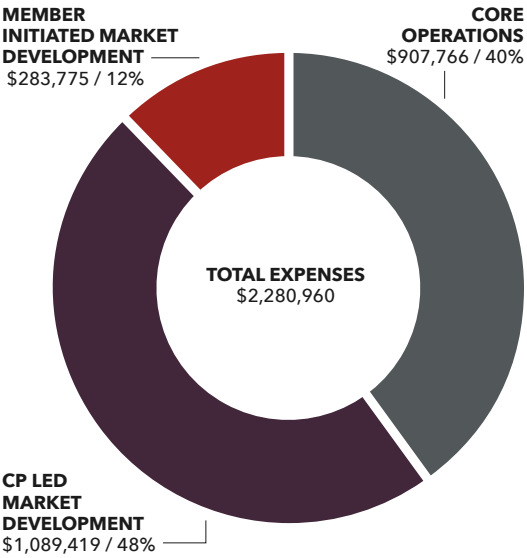
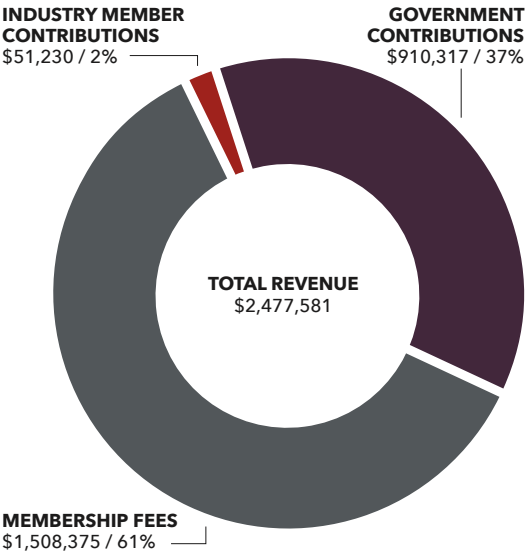
2020-2021 Financial REPORT

	2021	2020
STATEMENT OF FINANCIAL POSITION		
March 31, 2021		
ASSETS		
Cash	481,747	272,049
Accounts Receivable	782,445	1,627,501
Prepaid Expenses	129,429	145,911
Current Assets	1,393,621	2,045,461
TOTAL ASSETS	1,393,621	2,045,461

LIABILITIES AND NET ASSETS		
Liabilities		
Accounts Payable and Accrued Liabilities	466,322	1,290,450
Deferred Contributions	104,943	53,393
Deferred Revenues	34,058	110,941
Total Liabilities	605,323	1,454,784
Net Assets		
Contingency Reserve	400,000	300,000
Unrestricted	388,298	291,677
Total Net Assets	788,298	591,677
TOTAL LIABILITIES AND NET ASSETS	1,393,621	2,046,461

STATEMENT OF OPERATIONS		
For the year ended March 31, 2021		
REVENUE		
Membership Fees	1,508,375	1,535,299
Industry Member Contributions	51,230	741,490
Government Contributions	910,317	2,282,482
Other	7,659	329
TOTAL REVENUE	2,477,581	4,559,600

EXPENSES		
Core Operations	907,766	1,082,694
CP Led Market Development	1,089,419	1,662,539
Member Initiated Market Development	283,775	1,647,805
TOTAL EXPENSES	2,280,960	4,393,038
EXCESS OF REVENUE OVER EXPENSES	196,621	166,562



March 31, 2021 excess revenue over expenses is \$196,621.
Note expressed percentages are rounded.



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