



Canada PORK

2021-2022 ANNUAL REPORT



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.



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.

MESSAGE FROM THE CHAIRMAN

On behalf of the Board of Directors of Canada Pork, I am pleased to present the 2021-2022 Annual Report.

This fiscal year continued to see challenges on many fronts ranging from the pandemic and supply chain disruptions to market access issues.

Canadians consumed more pork this year than they did last year. Total pork disappearance in Canada increased by 1.66%, growing from 713,290 tonnes in 2020 to 725,150 tonnes in 2021. Pork availability in Canada (a representation of domestic pork disappearance divided by the Canadian population) increased from 13.69 kgs per person in 2020 to 13.9 kgs in 2021.

In terms of exports, total pork export value was CAD 4,959 billion, registering a slight decrease of 2.75% while pork export volume registered a 3.54% decline with 1,438,384 tonnes. The U.S. overtook China to be Canada’s largest pork export market with 409,702 tonnes showing a 31.7% growth and representing 28.5% of total exports. In 2021, Canadian pork shipments to China declined by half (-54.3%) to 278,998 tonnes, bringing China to second place.

Throughout this past year, the Board of Directors has worked closely with staff to ensure the continuity of programs and

services. New technologies utilized during the first year of the pandemic continued to be effective in keeping us connected to customers and industry partners around the world.

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 are the leading priorities.

I am pleased to report that through the dedication of Trevor Sears and his team, both at home and overseas, 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, thank you for your dedication and commitment to our organization. I continue to be inspired by the ability of our industry to work collaboratively to find creative solutions during these most challenging times.

Your continued support is greatly appreciated.

Hans Kristensen / Chair

2021-2022 CANADA PORK BOARD OF DIRECTORS

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MESSAGE FROM THE PRESIDENT & CEO

I am pleased to present Canada Pork’s 2021-2022 Annual Report.

It was a challenging year that included continuing issues from the pandemic, the spread of African Swine Fever, market access issues in key markets and extreme weather conditions that added to supply chain disruptions.

Despite these challenges and market closures, export values registered only a slight decrease of 2.75% while pork export volume registered a 3.54% decline. And Canadians ate more pork this year than last year—total pork disappearance in Canada increased by 1.66%.

Although many activities were still taking place virtually during the fiscal year, we were able to attend one of the most important trade show events of the year in person. The Canada Pork team participated at Anuga in Germany in the fall of 2021 where we had a chance to meet with customers and colleagues face-to-face. It was the beginning of the return to normal activities we now see.

Market access was also a challenge in some key markets, including China. We continue to work closely with the

Canadian Meat Council and with the Canadian government to rectify these issues and ensure markets remain open.

Although it was a challenging year on many fronts, I’d like to thank our hog producers, the Canadian Pork Council and the Canadian Meat Council, the Canadian government and our industry partners for their confidence and support.

I also want to acknowledge the Canada Pork team. Staff continued their work to promote Canadian pork at home and around the world with effective and successful programs, resources and services which are highlighted in this report. My thanks to the team for their great work.

As we move forward into our post-pandemic world, the Canada Pork team is excited to continue working with all industry partners to improve the access, awareness and growth of the Canadian pork industry.

Trevor Sears / President & CEO



Canada Pork WEBSITE LAUNCH

Canada Pork launched its new, state-of-the-art website in December of 2021. With a sleek, modern look canadapork.com now offers users a better experience including mobile-responsive functionality. The website is available in English and French.

DISCOVER NEW RESOURCES NOW AVAILABLE ONLINE

The website now features a wide range of resources including downloadable market development and marketing technical tools. These tools include the Canadian pork buyers guide, pork cuts and specifications, demand-building planners and much more. There are also sections on food safety and quality assurance, market intelligence resources, upcoming events and profiles of Canada Pork members.

The new site will help our members and partners promote Canadian pork at home and around the world.

canadapork.com

PORK CUTS & SPECS

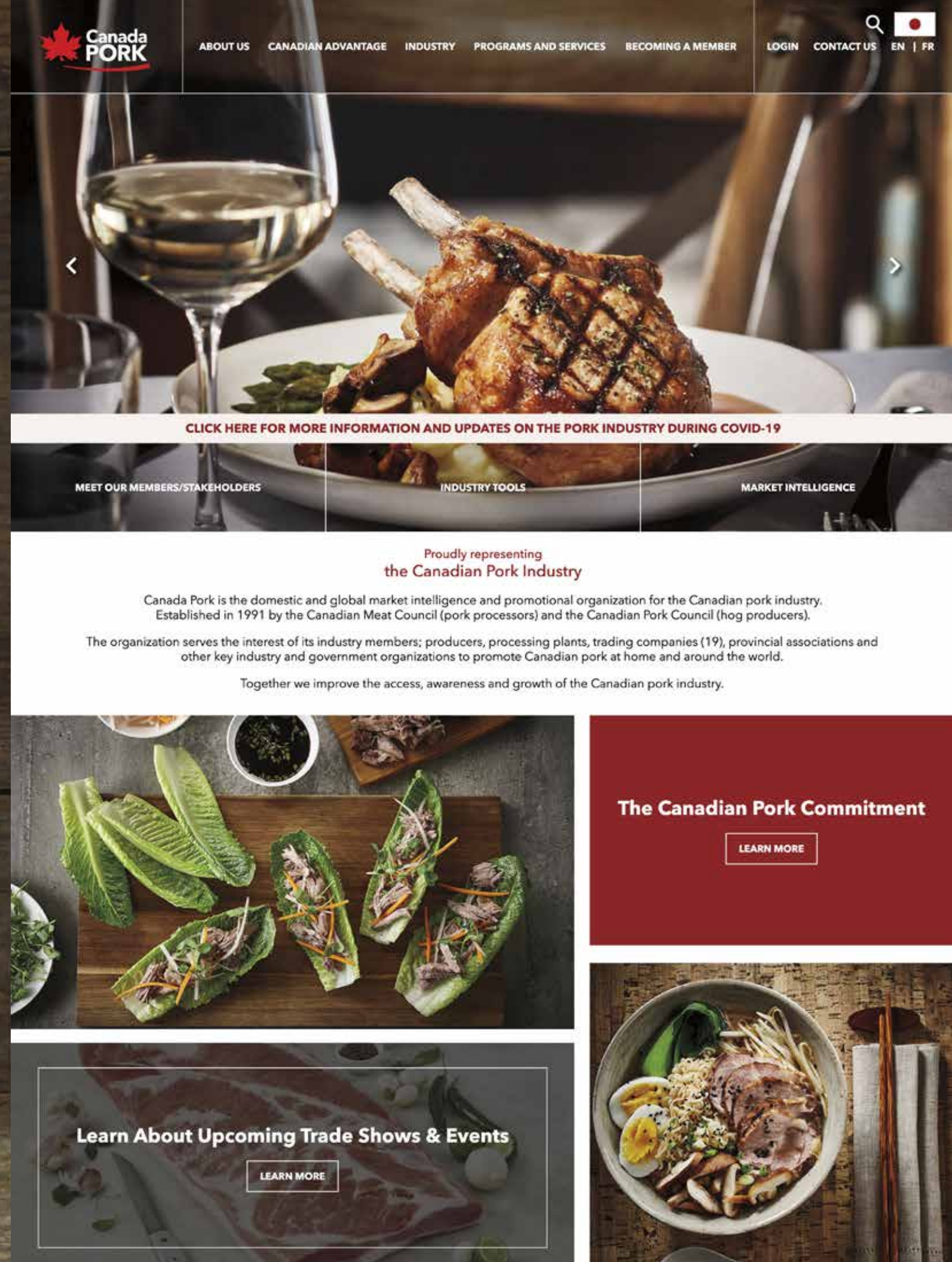
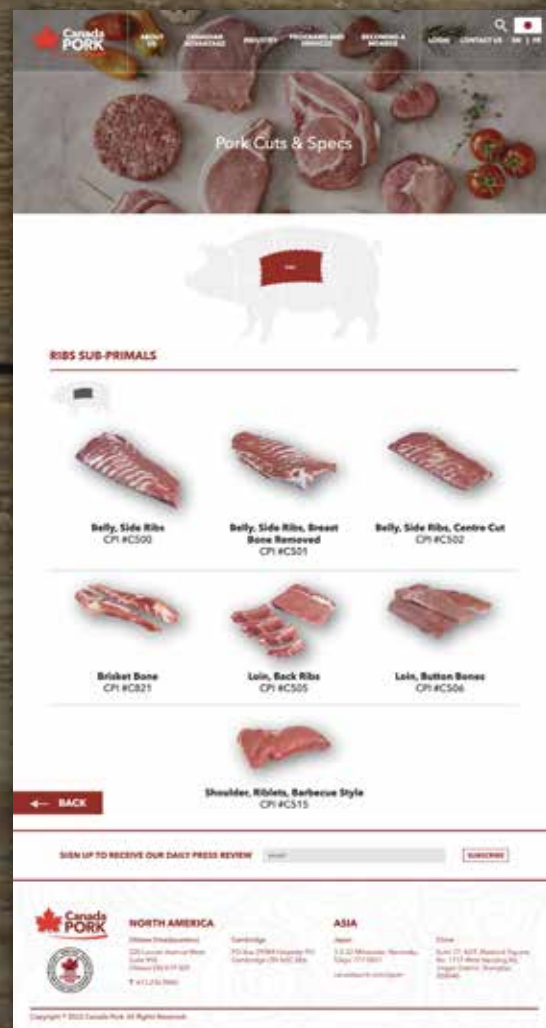
The innovative Pork Cuts & Specs section is one of the most valuable resources on the new website. Canada Pork members, interested industry associates and pork domestic/global buyers will find this tool, which features an interactive carcass, extremely helpful.

The interactive carcass highlights pork primals including the shoulder blade (butt), loin, ribs, shoulder and picnic, belly and leg. Users click on the carcass diagram and are linked to the chosen primal.

The primal page then shows images and identifies available sub-primals by name and official CPI order #. Users and buyers can now easily review all primal and sub-primal cuts by clicking on a sub-primal image to discover more about the products including NAMP number, common names and applications, weight ranges and much more.

A pork sundries and pork variety meats section is also available for users and buyers.

Canada PORK 2021-2022 / ANNUAL REPORT



DOMESTIC Programs & Services

The National Pork Marketing (NPM) team works collaboratively within distribution channels to achieve success through growth and profitability for producer, processor and end-user stakeholders with Canadian pork.

DEMAND-BUILDING PROGRAMS

Demand-building programs focus on opportunities at retail and foodservice to position Canadian pork as the protein of choice and a versatile meal solution. These programs promote seasonal merchandising ideas, year-round cooking opportunities and value themes. They also highlight optimal internal doneness temperatures, all of which lead to increased end-user customer confidence and consumer satisfaction.

This year the team introduced a “sizzling” stir fry demand-building program to promote opportunities for innovative pork stir fry applications beyond table trim utilization. The program includes a merchandising guide featuring products to increase carcass utilization.

PARTNER PROGRAMS

Verified Canadian Pork™ (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 Canadian pork and the food safety and quality assurance systems that stand behind every kilogram of Verified Canadian Pork™. This year co-branded programs ranged from retail flyer exposure, several restaurant promotions and a partner program with Western Canadian producers.

EDUCATION AND PROMOTION

Education and promotion are the cornerstones of the value proposition the NPM team offers stakeholders. The 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, Canada Pork produced one webinar titled ‘The Power of Meat’ and also delivered three DEP sessions; one session was virtual and two were delivered in person.

New videos created this year included cooking thick-cut chops in a cast iron pan, five new-style German cuts, three authentic stir fry techniques, Spanish-inspired pork cuts and different options to cook a whole leg. A number of producer associations and suppliers have branded the videos and posted them on their websites.

A new, state-of-the-art Verified Canadian Pork™ (VCP) website was launched this year. With a sleek modern look, it offers an optimized user-friendly experience. The website is fully responsive so users have the same experience whether viewing it on a desktop computer, tablet or a phone. The new website, available in English and French, offers detailed information about VCP attributes along with links to relevant websites. VCP marketing and demand-building programs are highlighted on the home page along with a “What’s New” section.

RESOURCES

The NPM team identifies opportunities in the marketplace and creates generic resources to take advantage of them. This year, two slice & save booklets were created based on the slice & save labels for pork loin and St. Louis rib. These are available at the meat case for customers to take home. A label with directions on smoking the most popular pork smoking cuts was also produced and offered at the meat case. The label includes temperatures and timing for best results and instructions to create a smoker at home. QR codes on the materials link to cutting instructions and recipe demonstration videos.

Eye-catching point-of-sale material at the meat case is an effective way to increase sales. Generic danglers using a variety of attractive images were created featuring QR codes linked to applicable technique videos.

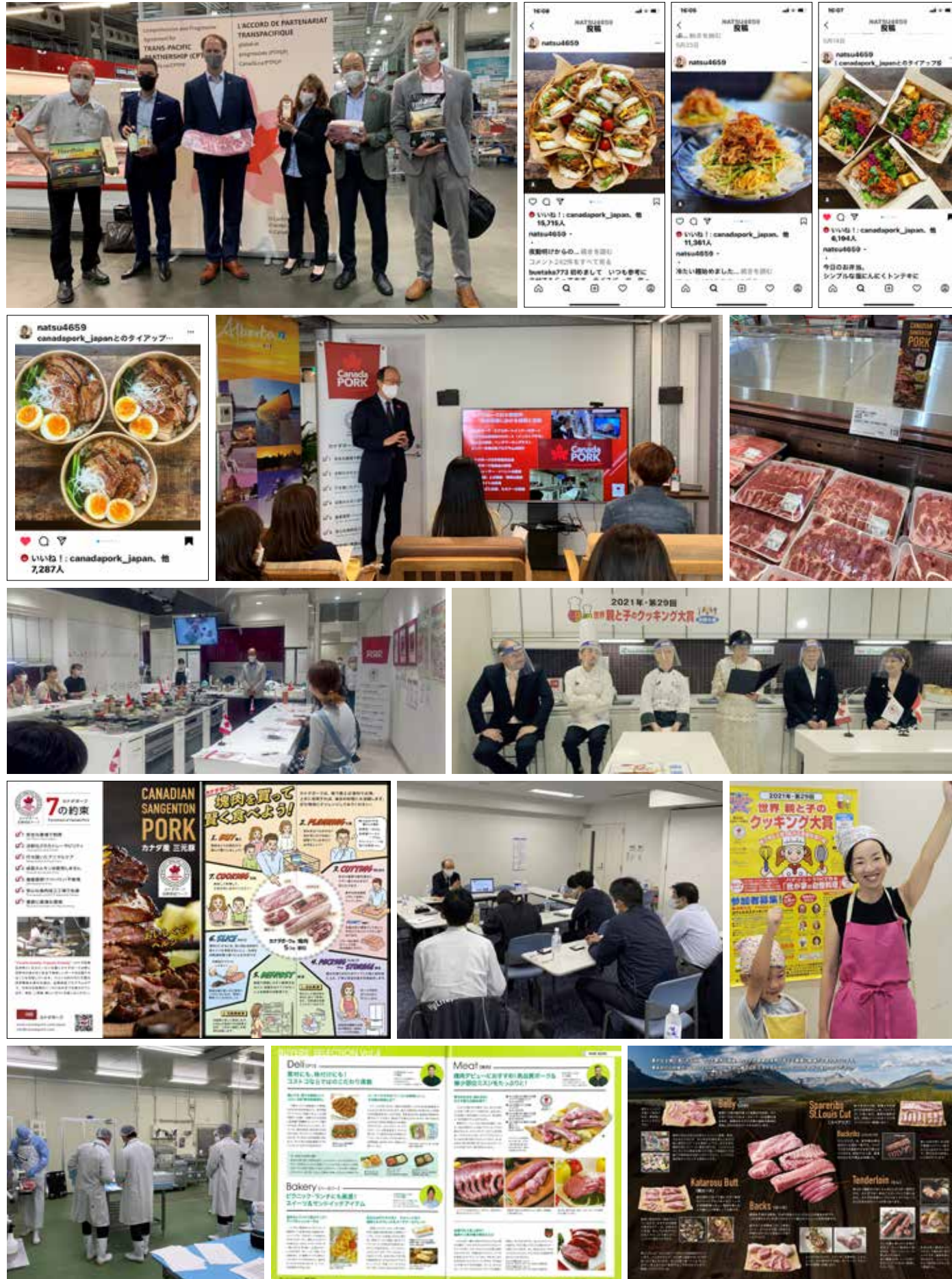
TRADE ADVERTISING

Canada Pork’s National Pork Marketing program supported the VCP brand in the domestic marketplace with a national trade advertising campaign.

Ads promoting the new stir fry materials were featured in the Winter issues of Foodservice and Hospitality magazine and Canadian Grocer. An ad promoting the VCP brand was placed in Canadian Grocer in the March issue. This ad included a QR code that linked to the retail services brochure and encouraged readers to download it for more information and resources; it also featured Canada Pork supplier logos. The campaign was enhanced with bonus digital ads on both publication websites.



GLOBAL Programs & Services | JAPAN



WORKING WITH KEY RETAILER COSTCO JAPAN

Costco Japan switched from U.S. chilled pork to Canadian chilled pork in April 2017 and has experienced exponential sales growth. From 2016 to 2020, Costco Japan's imported pork sales volume tripled.

To support sales at Costco and help educate Japanese consumers, Canada Pork Japan distributed 10,000 copies of a Canada Pork brochure that highlights the Sangenton breed to each Costco location—a total of 350,000 brochures.

An advertorial was placed in the May issue of the Japan edition of Costco Connection to highlight Canadian pork. In addition, the Costco Connection May issue showcased fresh Canadian pork on the INSIDE COSTCO page in the *Fresh Pork and Buyers' Selection* meat corner. The page featured information and pork images along with a prominent display of the Verified Canadian Pork™ logo.

Costco held a Canada Fair August 9 – 15, 2021, at their 30 warehouses to promote some of the Canadian products they carry including Canadian pork.

In November 2021, the Costco Kawasaki Warehouse added Pulled Pork Burgers to their food court menu offerings as a promotional trial. The trial was expanded to all 30 Costco warehouses across Japan at the end of November and ran for eight weeks.

CONNECTING WITH CONSUMERS ONLINE

Opportunities to connect with consumers in-person continued to be limited this year due to pandemic restrictions. The Canada Pork Japan office focused on connecting with consumers through social media.

The office continues to produce its popular Instagram Live cooking shows working with key social media influencers. Canada Pork Japan's Instagram page has over 4000 followers.

The Canada Pork Japan office collaborated with the Alberta Japan office on two social media campaigns working with social media cooking influencers.

EDUCATING CUSTOMERS

Educating customers and keeping Canadian pork front and centre is a key priority for Canada Pork Japan. A number of Distributor Education Programs (DEP) were held throughout

the year to support meat distributors and trade ads were placed directed to the foodservice industry.

The Canada Pork Japan office conducted a DEP session with Kanto Prima Meat Sales Co. in Kanagawa.

A DEP session was conducted for Federal Meat Academy students.

The Canada Pork Japan office provided a DEP session to the Kansai Food SDGs Education Project 2021.

Cuisine Kingdom magazine is a publication for chefs and the foodservice trade. The publication featured an article on Canadian pork and highlighted the attributes of Verified Canadian Pork™ (VCP) to educate readers.

The Canada Pork Japan office advertised in Petit Four, a well-known cooking magazine available from the Tsuji Cooking Wellness cooking school with a distribution of 60,000 print copies to both chefs and consumers.

In addition to DEP sessions, the Canada Pork Japan office produces benchmarking sessions; this year five sessions were conducted with Canada Pork export members and Japanese importers and retailers.

PRODUCING SUCCESSFUL ADVERTISING AND TRADE EVENTS

First held in 1992, this year marked the 29th Annual Parents and Children Cooking Grand Prix. The Canada Pork Japan office participated in the event held on July 25, 2021, at Tsuji Wellness Cooking Kintetsu Abeno Harukas in Osaka.

The Canada Pork Japan office along with the Tsuji Wellness Cooking School presented a cooking event for consumers in Osaka on August 23, 2021.

The Canada Pork Japan office collaborated with the Alberta Japan office to present a cooking seminar on March 15, 2022, at the Nadia Cooking Studio in Tokyo.

The Canada Pork Japan office conducted a Verified Canadian Pork™ consumer survey in December 2021. The objective of the survey was to gather information on the awareness of the VCP logo and brand among Japanese consumers.

GLOBAL Programs & Services | CHINA

PRODUCING SUCCESSFUL TRADE SHOWS AND EVENTS SIAL China

SIAL China is one of the most important trade events of the year with 4500 exhibitors and 123,000 visitors. This year's trade show took place in the Shanghai New International Exhibition Center May 18-20, 2021. The Canada Pork China office took part in the show with a booth that attracted hundreds of visitors during the three days. A newly-created folder kit was distributed to visitors that contained the latest Canada Pork members' contact list, the quality assurance brochure, the foodservice brochure and the very popular retail and foodservice buyers guide.

China Meat Industry Week

This industry event included a conference and trade show and was held September 18-22, 2021. Canada Pork exhibited at the Industry Week trade show and for the first time co-exhibited with Canada Beef.

Food Hotel China Trade Show

The Food Hotel China trade show took place at the Shanghai New International Exhibition Center November 9-11, 2021. Canada Pork participated with a well-attended booth and visitors welcomed the information and kits provided at the booth.

CONNECTING WITH CONSUMERS

Retail and social media promotion

Canada Pork participated in the Canada Food Weeks promotion at three City'super retail stores, a high-end retailer in Shanghai, July 1-21, 2021. The Canadian Food promotion was organized by the Canadian Consulate and included a tasting demonstration for consumers in-store. Canadian pork was the most popular item by revenue during the promotion.

A media event was held to launch the promotion and included a Verified Canadian Pork™ (VCP) presentation. A Canadian blogger with 1.9 million followers posted from the event and his video blog received 158,000 views.

OUTREACH AND MEETINGS

Agricultural Trade Mission to Changsha

The Canada Pork China office joined an outreach agricultural and food trade mission to Changsha organized by the Canada

Consulate in Guangzhou on October 20, 2021. The one-day event included a morning presentation to importers, distributors, chefs and hotel managers from 25 companies. In the afternoon participants visited Bubugao Group headquarters (a retailer with 700 stores) and met with retail buyers, importers, and distributors.

Outreach to Shenzhen

The Canada Pork China office made an outreach visit to Shenzhen, visiting the ANUFOOD trade show (an international food and beverage fair) to evaluate the show's potential.

During this trip, Canada Pork's China office also had a courtesy meeting at the Sam's Club headquarters and met with their meat merchandise managers.

Canada-China Gala Event

The Canada Pork China office attended Canada-China Business Council (CCBC) AGM and represented the Canadian pork industry to its Chinese counterparts to enhance this working relationship. The CCBC Gala event is the largest business event for Canadian enterprises in China.

Renewed MOU with China Entry-Exit Inspection & Quarantine Association

Canada Pork successfully renewed the Framework Agreement on Food Safety and Trade Development Cooperation with China Entry-Exit Inspection & Quarantine Association on September 23, 2021 in Beijing. Canada Pork's CEO, CMC's Chairman, and the Chairman of China's CIQA Internal Cold Chain Branch and the Secretary General of CIQA made remarks at the renewal event.

MAINTAINING MARKET ACCESS

The Canada Pork China office closely monitors the implementation of the China GACC decrees 248 and decree 249, which is implemented on January 1, 2022. Canada Pork attended the decree training organized by GACC Beijing, GACC regional offices and CIQA. The Canada Pork China office then shared the interpretations of the decree and key points of the compliance in the Canada Pork Activity Report.





TRADESHOWS & Webinars

TRADE SHOWS

SIAL China May 18-20, 2021

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China Meat Industry Week September 18-22, 2021

This industry event included a conference and trade show. Canada Pork exhibited at the Industry Week trade show and for the first time co-exhibited with Canada Beef.

Anuga October 9 - 13, 2021

Canada Pork participated at Anuga in Cologne, Germany from October 9 to 13. Anuga is one of the largest and most important food trade shows, attracting exhibitors and visitors from around the world.

Canada Pork exhibited in the Canadian meat pavilion with a booth alongside Canada Beef and the Canadian Bison Association. This was the first time the three meat associations collaborated on a shared space to welcome industry members, stakeholders, and current and future clients.

Along with Canada Pork staff, six CP members participated. Attendance was robust with over 70,000 visitors from 169 countries and more than 4,600 exhibitors from 98 nations.

The Food Hotel China Trade Show November 9-11, 2021

This important show took place at the Shanghai New International Exhibition Center. Canada Pork participated with a well-attended booth and visitors welcomed the information and kits provided at the booth.

WEBINARS

The Power of Meat June 8, 2021

Canada Pork's National Pork Marketing (NPM) team invited industry professionals to attend an informative webinar. "The Power of Meat" offered an overview of the current state of the meat industry. More than 50 guests attended the live-stream webinar. Following an introduction by Canada Pork's Kevin Mosser, Senior Director, Global Marketing the presentation

was delivered by Anne-Marie Roerink, the President of 210 Analytics which provides marketing research with a specialty in food retailing.

Considerations for Canadian Pork Exports to Mexico June 16, 2021

Canada Pork hosted a webinar for Canada Pork members titled "Considerations for Canadian Pork Exports to Mexico" in collaboration with the Embassy of Canada to Mexico.

As part of its outreach to Mexico, Canada Pork placed an ad in the Spanish language Online Catalog of Importers of Canadian Products created for customers in Mexico. The Government of Canada produces the online catalogue which lists Canadian food and beverage importers and distributors available in Mexico.

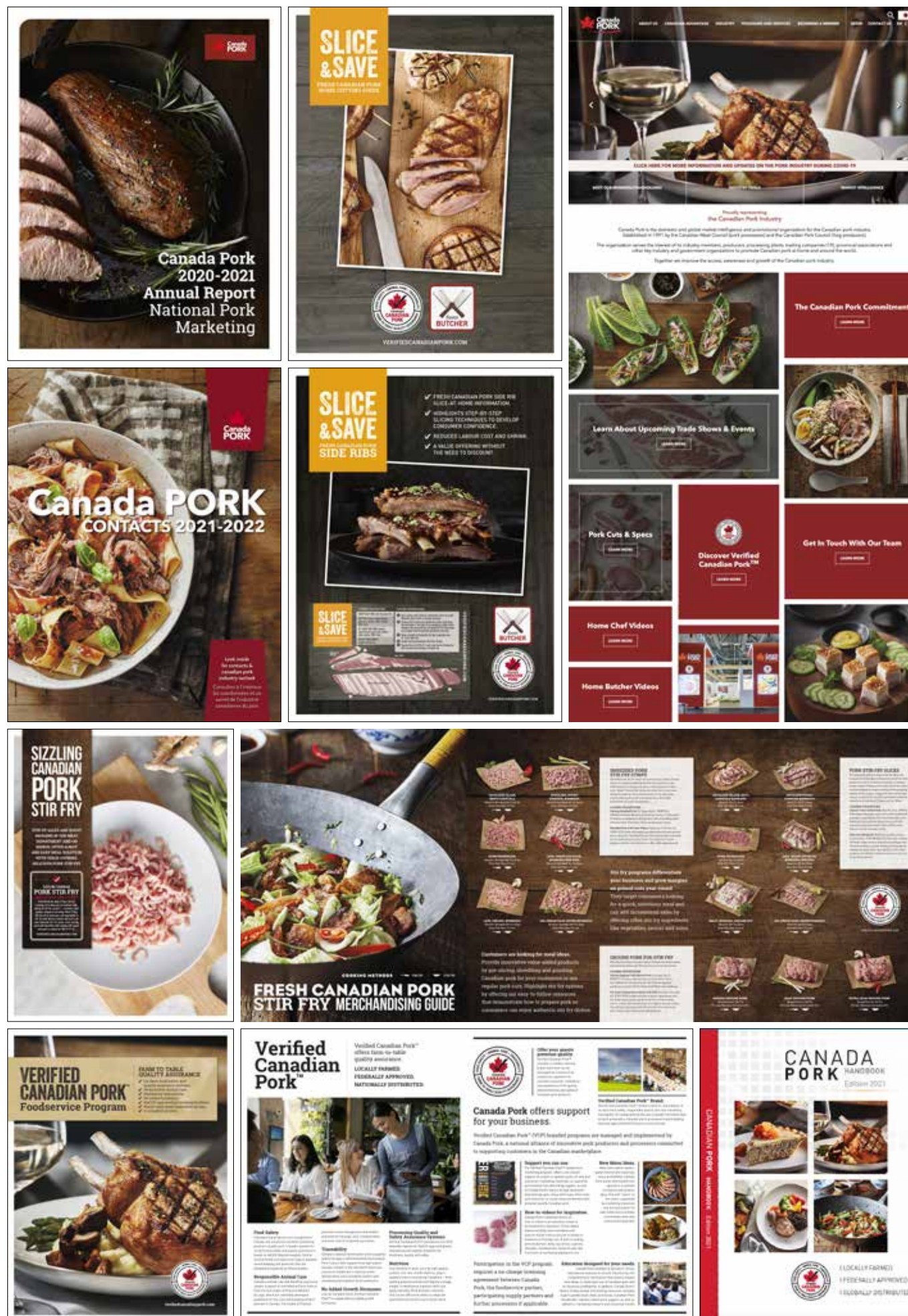
Safeguarding Canada's Meat Supply, July 9, 2021

This webinar, presented to customers in Vietnam, was the last in the Safeguarding Canada's Meat Supply series. The webinar was presented to seven global markets (six in the previous fiscal year), and was 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.

Exporting pork products to the Philippines October 25, 2021

Canada Pork hosted a two-hour webinar with the Embassy of Canada to the Philippines on exporting pork products. Speakers shared the latest economic outlook for the country, the outlook for Asian Swine Fever, meat market forecasts, current quotas and tariffs. Also included was a snapshot of the retail sector and recent developments in labelling requirements. The well-attended webinar was designed specifically for Canada Pork members.

This was the second event directed to the Philippines market this year. Canada Pork also collaborated with the Canadian Embassy in the Philippines on the first virtual culinary competition in the Philippines. This presentation was done in conjunction with WOFEX (World Food Expo) - a virtual trade show for the food and beverage industry in the Philippines market.



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, customers 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. Materials can also be requested through the websites.

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.

Corporate tools include the Contacts Brochure, Canada Pork Annual Report and the National Pork Marketing Annual Report along with a wide range of trade show events and activities.

Market Intelligence & Online Industry Resources

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 exclusive information and analysis on the global meat trade to keep members informed of the performance of the hog industry and to identify trends. These reports include the following.

–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 articles related to market access and export issues.

Canadian quality, enjoyed globally.

Canada PORK 2021-2022 / ANNUAL REPORT



Sponsored by Canada Pork

World Pork Import Report



ASIA PORK MARKET REPORT
Canada Pork Member's Resource

CHINA MARKET ACCESS

Pork companies report profits in Q3

According to the financial reports of pork companies in China, leading pork companies all reported profits in Q3, which is the first time in 2022. For some companies, the average hog profit is about 660 RMB per head. Nevertheless, the liability/asset ratios are still above 50% for most companies.

Update on central pork reserve

The National Development and Reform Commission indicates that during the week of October 24-28, average pork to feed ratio was 3:66:1, which is still above the 1 level that triggers the adjustment of the central pork reserve. Therefore, the 7th batch of central pork reserve will be released for auction soon.

On November 2, soymeal (which contains 43% protein feed) was 5,359 RMB/ton and corn (contains 14% water feed) was 2,843 RMB/ton.

Update on hog, pork and hog future price

On November 2, the average pork wholesale price was 35.37 RMB/kg (35.25 RMB/kg on October 26) and the average hog price was 25.65RMB/kg (27.55 RMB/kg on October 26).

On November 2, hog future LH2211 was 24,550 RMB/ton (24,760 RMB/ton October 28) and LH2301 was 22,290 RMB/ton (22,410 RMB/ton on October 26). LH 2303 was 20,220 RMB/ton (20,355 RMB/ton on October 26). LH2305 was 19,955 RMB/ton (19,985 RMB/ton on October 26).

Info provided by: Freddie Ku, China Marketing Director | [CLICK HERE TO CONTACT CANADA PORK CHINA OFFICE](#)

JAPAN MARKET ACCESS

Trends of Price Hikes in The Food Service Survey

Taikoku Databank published the results of a survey and analysis conducted before 100 major food service companies regarding price increase synchronization. Until now, price hikes were mainly implemented for beef, bowl, hamburger, udon noodle, and other low-priced fast-food chains, but now mid-priced, South and Chinese restaurants are also raising their prices. Of the 100 surveyed companies, 56 have decided to raise prices this year. The main reasons for the price hikes were cited as meat, flour, crude oil, and the weak yen. In the Japanese market, the long period of deflation made it difficult to raise prices due to concerns that price hikes would affect customers. The number of restaurant chains that raised prices because it became unsustainable has increased fourfold in the past six months.

USMEF will Hold "American Meat Trade Seminar"

US Meat Export Federation will hold "American Meat Trade Seminar" for industry professionals in four cities across Japan from November 22 to December 6. The events will take place and host the following number of participants: Sapporo (80), Osaka (150), Fukuoka (80), and Tokyo (250). The content will be the same at all venues, and will include an presentation of market trends of the US meat industry, sales promotion proposals for American beef and pork in 2023, demonstrations of American beef and pork menu proposals.

Japan's Pork Import Statistics for September 2022

Japan's total pork import decreased 2.3 % to 72,580 mt compared to same month last year. Chilled pork imports decreased 17.0% to 29,426 mt and frozen pork imports increased 11.1% to 43,154 mt. Canadian chilled pork decreased 27.9% and US chilled pork also decreased 10.1%, meanwhile Mexican chilled pork continued increasing to 50.8%.

Chilled Pork: Canada / 13,359 mt (27.9% down), USA / 13,972 mt (10.1% down), Mexico / 2,076 mt (50.8% up), Spain 1 mt.

Frozen Pork: Mexico / 8,746 mt (10.4% up), Spain / 14,253 mt (46.8% up), Denmark / 5,228 mt (13.8% up), USA / 2,699 mt (6.3% up), Canada / 2,285 mt (41.2% down), Chile / 2,801 mt (17.7% up), Netherlands 2,636 mt (1.5% down), France / 1,145 mt, Ireland / 1,053 mt, Brazil / 892 mt, Italy / 143 mt, Austria / 191 mt, Portugal / 89 mt, Australia / 34 mt, Finland / 108 mt, England / 47 mt, Belgium/ 24 mt.

September Meat Inventories in Tokyo

Meat inventories in Tokyo increased in all categories in September, according to meat inventories report released by the Tokyo Association of Refrigerated Warehouse. The increase is thought to be attributable to the fact that consumers are cutting back on spending due to the sharp rise in consumer prices, resulting in a decline in sales of all categories of meat. Pork inventories increased 29.5% compared to same month last year to 115,574 mt with 40,551 mt inbound and 42,054 mt outbound. Beef inventories increased 39.9% and poultry inventories also increased 20.1%. The capacity of refrigerated warehouses in Tokyo is tightening in anticipation of a large shipment of frozen marine products towards the coming winter season.



THE WHOLE HOG BRIEF
KEY STATISTICS AND IN-DEPTH ANALYSIS ON THE GLOBAL PORK INDUSTRY
IN COLLABORATION WITH: **WHOLE HOG Brief**

November Edition

Hello Canada Pork Members,

Canada Pork is pleased to share the latest edition of the Whole Hog Brief. As this report (paid for by Canada Pork), is under copyright, **please do not forward outside of your organization.**

When you open the report, you will be prompted to enter a password, which is "123456". [CLICK HERE TO VIEW THE NOVEMBER EDITION.](#)



PRESS REVIEW
Canada Pork Industry Resource
REVUE DE PRESSE

Government of Canada invests over \$2.4 million to support growth of technology for meat processing

• Today, on behalf of the Minister of Agriculture and Agri-Food, the Honourable Marie-Claude Bibeau, Member of Parliament Bardish Chagger, announced \$2,430,023 for P&P Optica Inc. through the AgriInnovate Program to help build and present its innovative, Canadian-made food inspection technology for meat processors. The system analyzes the composition of food, evaluating properties like tenderness, freshness and its protein, water and fat content. It can detect imperfections and eliminate foreign bodies like plastic, bones and rubber. These tasks are done right on the production line in real time, generating information for processors to use to help improve their products, manage supplies and optimize production. / Aujourd'hui, au nom de la ministre de l'Agriculture et de l'Agroalimentaire, l'honorable Marie-Claude Bibeau, la députée Bardish Chagger a annoncé un investissement de 2 430 023 \$ sous le programme Agri-Innovate pour permettre à P&P Optica de bâtir et présenter cette technologie canadienne novatrice aux transformateurs de viande. Le système analyse la composition des aliments, évalue des propriétés comme la tendreté, la teneur en protéines, en eau et en matières grasses ou la fraîcheur du produit. Il peut identifier les imperfections et éliminer des corps étrangers tels que le plastique, les os ou le caoutchouc. Grâce à l'apprentissage automatique, ces tâches sont effectuées à la vitesse de la chaîne et en temps réel, générant des informations que les transformateurs peuvent utiliser pour améliorer leurs produits, gérer leurs fournisseurs et optimiser leur production.

• This investment will support P&P Optica Inc. to build demonstration units that allow them to present their technology to potential users. P&P Optica Inc.'s mission is to help processors improve the safety and quality of their products, make the food supply more sustainable and reduce food waste. The investment will also build a demonstration room to optimize their technology for use by potential meat processing clients. This hyperspectral imaging technology evaluates the safety and freshness of meat products by analyzing the colour and moisture. It also gives a large range of data to processors, investing in automated inspection technologies like P&P Optica Inc.'s smart imaging system creates new market opportunities, grows the economy, and keeps the Canadian meat industry sustainable. / L'investissement aidera l'entreprise à construire des unités qui pourront permettre de présenter la technologie innovante aux utilisateurs potentiels. P&P Optica Inc. vise à aider les transformateurs à améliorer la sécurité et la qualité de leurs produits, rendre l'approvisionnement alimentaire plus durable et réduire le gaspillage alimentaire. L'entreprise construira aussi une salle de démonstration pour optimiser sa technologie pour ses clients. Cette technologie d'imagerie hyperspectrale évalue la sécurité et la fraîcheur des produits de viande en analysant la couleur et l'humidité du produit et fournit une panoplie de données utiles aux transformateurs. Des investissements dans les technologies d'inspection automatisées, comme celle de P&P Optica Inc., créent de nouveaux débouchés, stimulent l'économie et contribuent à la viabilité de l'industrie canadienne de la viande. [Click HERE to read more.](#) Source: AAFC/AAIC.



MEET OUR CANADA PORK EXPORTERS AND INDUSTRY PARTNERS WHO CONTINUOUSLY SUPPORT GROWTH OF OUR INDUSTRY.

Rencontrez nos exportateurs et nos partenaires de l'industrie de Porc Canada.

View this email in your browser

Pour voir cette infolettre de Porc Canada en français, cliquez-ici.

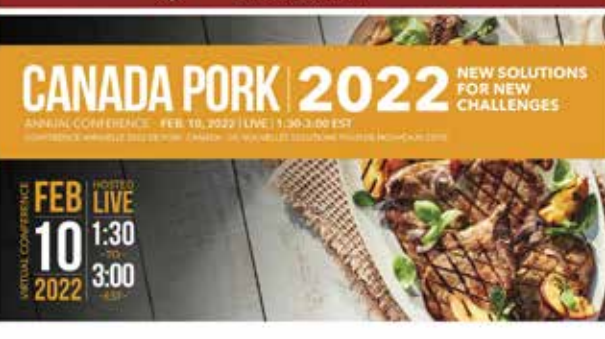


CANADA PORK
ACTIVITY REPORT
FEBRUARY 2022

Another big year for Canadian Pork Exports in 2021

Despite several hurdles such as COVID, labour shortages, global logistic turmoil and the floods in B.C., 2021 was another successful year for Canadian pork exports. In fact, Canada almost maintained the record breakthrough export volumes from 2020. Total pork export value was CAD 4.959 billion, registering a slight decrease of 2.75% while pork export volume registered a 3.54% decline with 1,438,384 tonnes. [Read More](#)

MARKET ACCESS



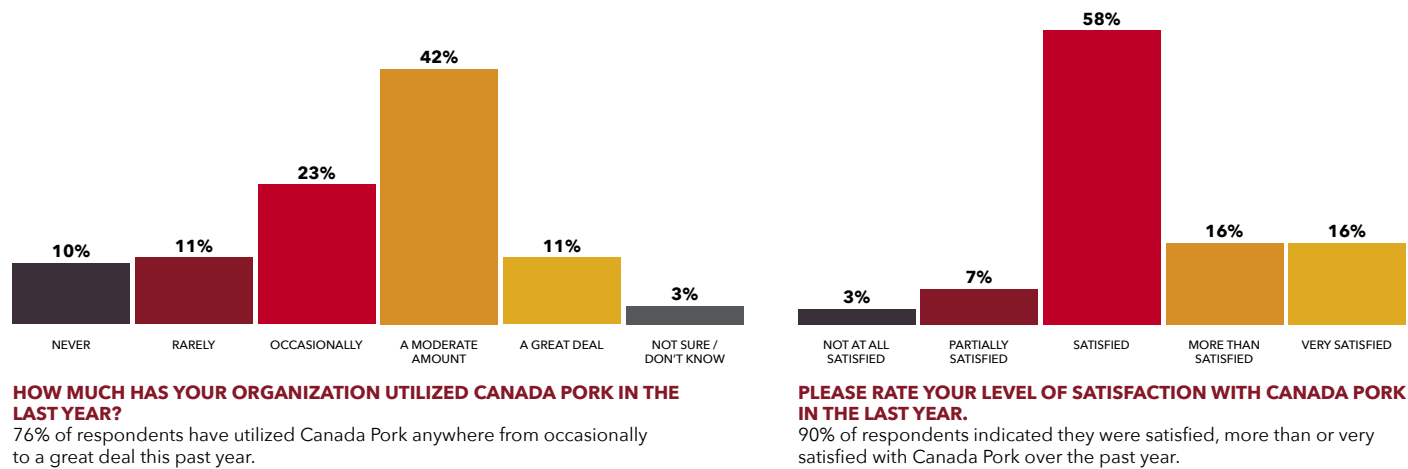
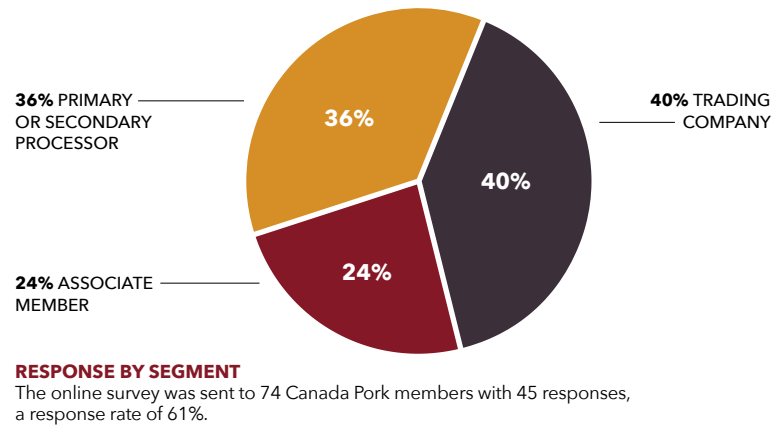
CANADA PORK 2022 NEW SOLUTIONS FOR NEW CHALLENGES
ANNUAL CONFERENCE - FEB. 10, 2022 | LIVE | 1:30-3:00 EST
CONFERENCE WEBINAR 2022 ON NOV. 7 | 11:00-12:00 EST | 1:30-3:00 EST

FEB 10 2022 VIRTUAL CONFERENCE
LIVE 1:30-3:00

Performance MEASURES

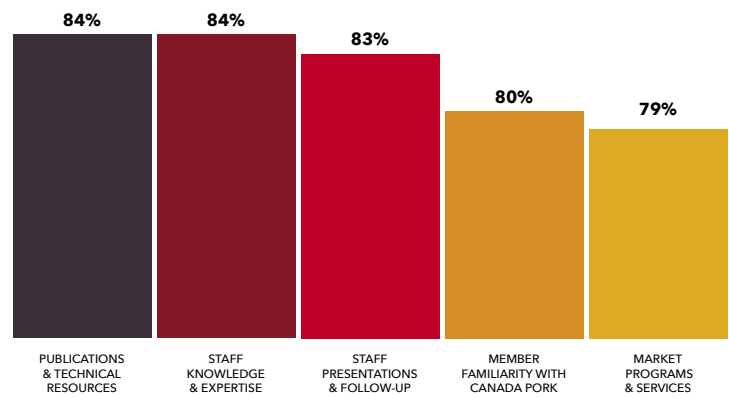
CANADA PORK MEMBER SATISFACTION SURVEY 2022

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



CANADA PORK SURVEY RESPONDENTS PROVIDE OVERALL RATING OF 8.2/10

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 8.2/10 or 82%.



76% OF RESPONDENTS HAVE UTILIZED CANADA PORK ANYWHERE FROM OCCASIONALLY TO A GREAT DEAL THIS PAST YEAR. 90% 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.	4.24
MARKET ACCESS OR REGULATORY INFORMATION SESSIONS.	4.20
INTERNATIONAL TRADE MISSIONS - INCOMING OR OUTGOING.	4.17
SALES PROMOTIONS THAT SUPPORT YOUR MARKETING STRATEGY IN KEY MARKETS.	3.76
VERIFIED CANADIAN PORK BRAND SUPPORT AND MARKETING MATERIALS.	3.32

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.

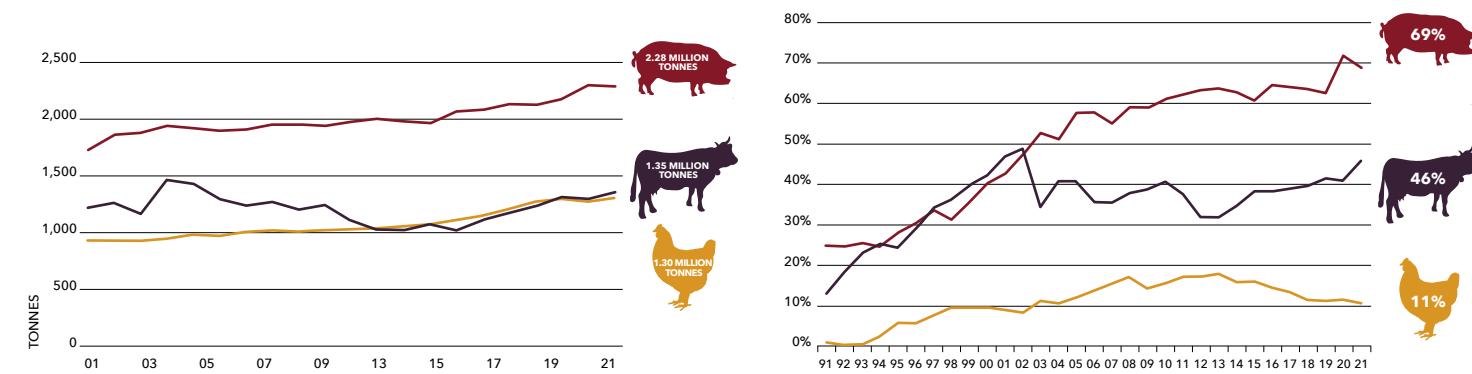
CANADA PORK MARKET INTELLIGENCE REPORTS INCLUDING GLOBAL AGRI-TRENDS AND WHOLE HOG BRIEF.	4.33
CANADA PORK COMMUNICATIONS REPORTS INCLUDING THE DAILY PRESS REVIEW, CANADA PORK MONTHLY ACTIVITY REPORT, WEEKLY ASIA MARKET UPDATE.	4.22
CANADA PORK TECHNICAL MATERIALS INCLUDING THE CANADIAN PORK HANDBOOK, CANADIAN PORK QUALITY STANDARDS RULER, CANADA PORK BUYERS GUIDE FOR RETAIL & FOODSERVICE, LYMPH NODE GUIDE, ETC.	3.95
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.	3.33

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.	4.34
EFFORTS BY CANADA PORK IN COLLABORATION WITH CMC TO PROVIDE YOUR COMPANY WITH UP-TO-DATE INFORMATION ON TECHNICAL REQUIREMENTS AND MARKET ACCESS CONDITIONS.	4.22
EFFORTS BY CANADA PORK IN COLLABORATION WITH CMC TO ADDRESS FOOD SAFETY, MEAT QUALITY, REGULATORY OR ACCESS ISSUES RELATED TO YOUR COMPANY.	4.15
EFFORTS BY CANADA PORK IN COLLABORATION WITH CMC TO ENHANCE YOUR UNDERSTANDING OF ACTIONS TAKEN BY CANADA'S COMPETITORS IN KEY MARKETS.	4.15

Market INDICATORS

In 2021, total Canadian pork exports volume declined by 3.54% to 1,438,384 tonnes, valued at CAD 4,959 billion, a slight decrease of 2.75%.



**CANADIAN MEAT PRODUCTION
PORK | CHICKEN | BEEF | 2001-2021**

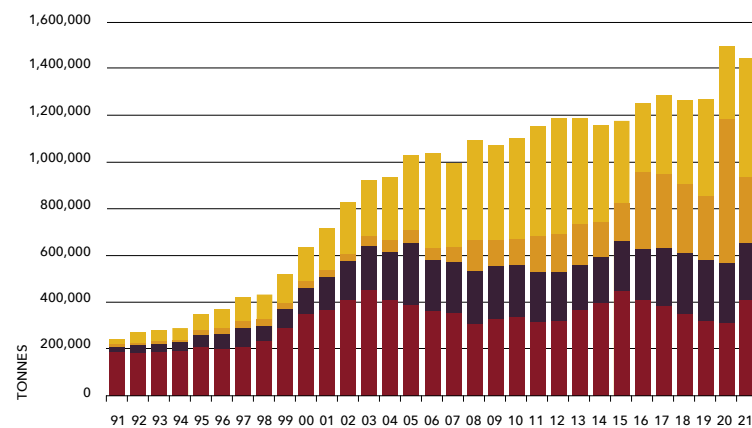
Source: Statistics Canada

— PORK — CHICKEN — BEEF

**CANADIAN MEAT EXPORTS %
OF PRODUCTION | 1991-2021**

Source: Statistics Canada

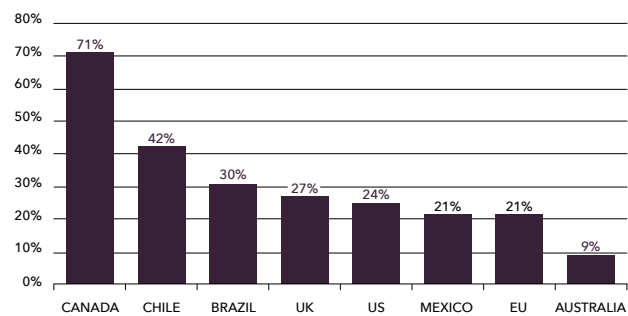
— PORK — CHICKEN — BEEF



CANADIAN PORK EXPORT VOLUME | 1991-2021

Source: Statistics Canada

■ OTHER ■ CHINA/HK ■ JAPAN ■ US

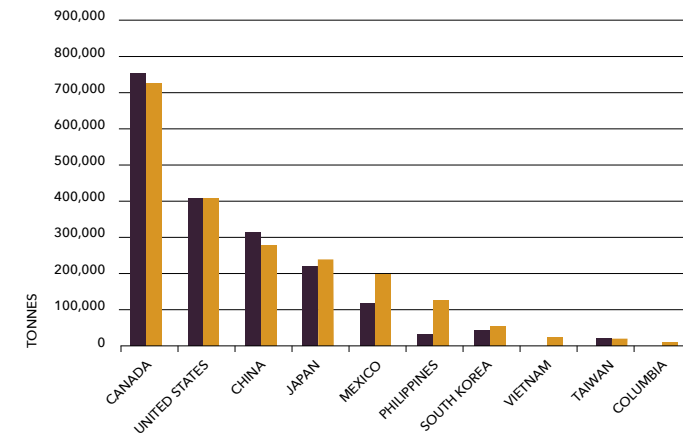


**TOP EXPORT DEPENDANT COUNTRIES
% OF PORK PRODUCTION EXPORTED (2021)**

Source: GTIS, AgriTrends

KEY FINDINGS

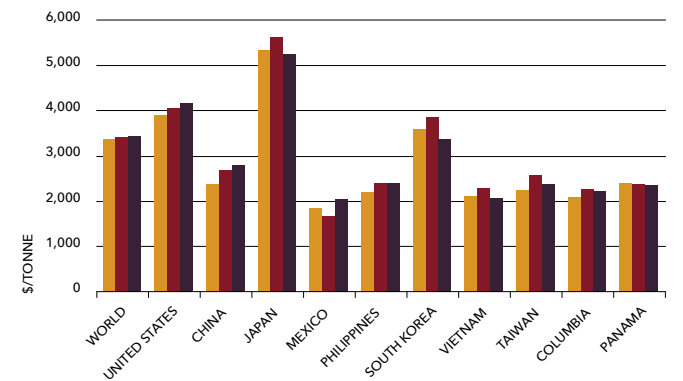
- In 2021, total Canadian pork exports volume declined by 3.54% to 1,438,384 tonnes, valued at CAD 4,959 billion, a slight decrease of 2.75%.
- The top five export markets in volume (U.S.A., China, Japan, Mexico and the Philippines) represented 86.6% of total Canadian pork exports.
- The U.S. overtook China to be Canada's largest pork export market with 409,702 tonnes, a 31.7% increase representing 28.5% of total exports.
- In 2021, Canadian pork shipments to China declined by half (-54.3%) to 278,998 tonnes, bringing China to second position.
- Canadian pork exports to Japan declined by 6.08% reduction to 239,815 tonnes.
- Canadian pork exports to Mexico increased 78.2% to 192,179 tonnes.
- In 2021, the Filipino market demonstrated an interesting growth opportunity for Canadian pork exports with a 158.4% increase to 125,400 tonnes overtaking 8.7% of total pork exports.



**CANADA'S TOP TEN PORK MARKETS
INCLUDING IMPORTS 2016 vs 2021**

Source: Statistics Canada

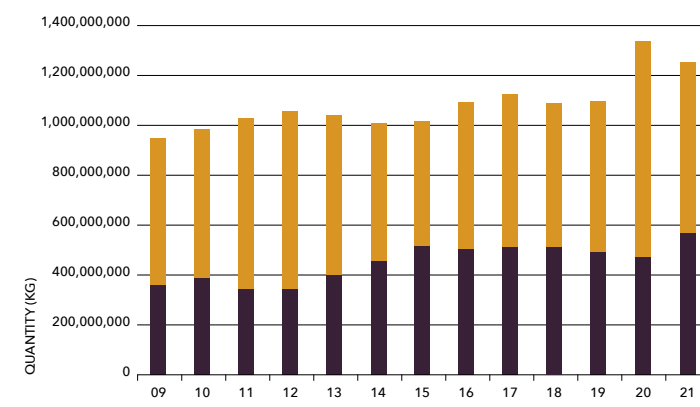
■ 2016 ■ 2021



**TOP UNIT VALUE MARKETS
CANADIAN PORK EXPORTS | 2019-2021**

Source: Statistics Canada

■ 2019 ■ 2020 ■ 2021

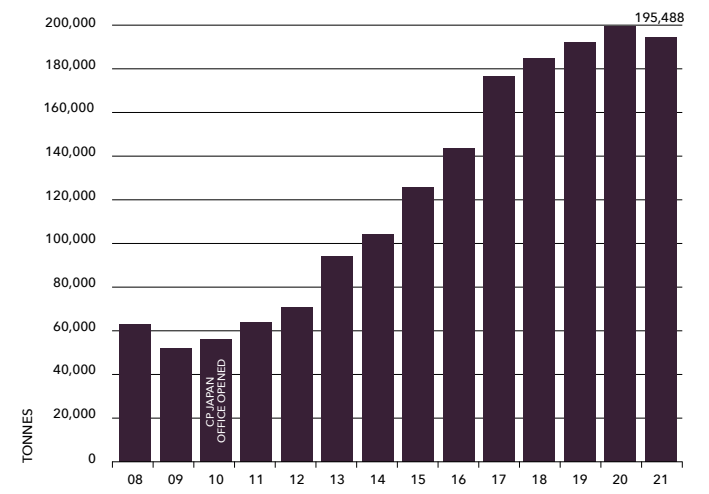


**CANADIAN FRESH/CHILLED
AND FROZEN PORK EXPORTS**

Includes offal but excludes processed pork and pig fat.

Source: Statistics Canada

■ FROZEN PORK ■ FRESH PORK



**CANADIAN CHILLED PORK GROWTH
JAPAN | 2008-2021**

Source: Trade Statistics of Japan, Ministry of Finance

2021-2022 Financial REPORT

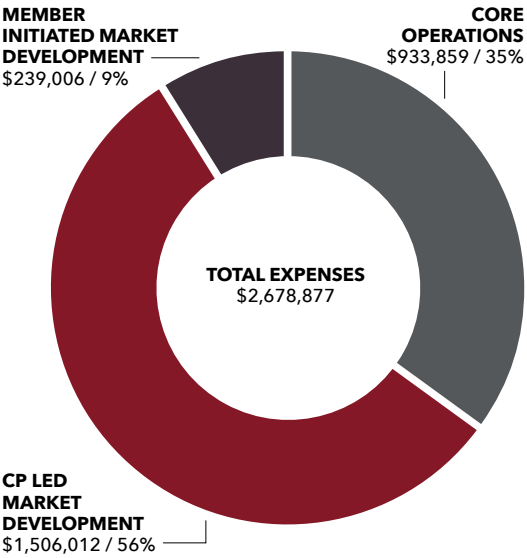
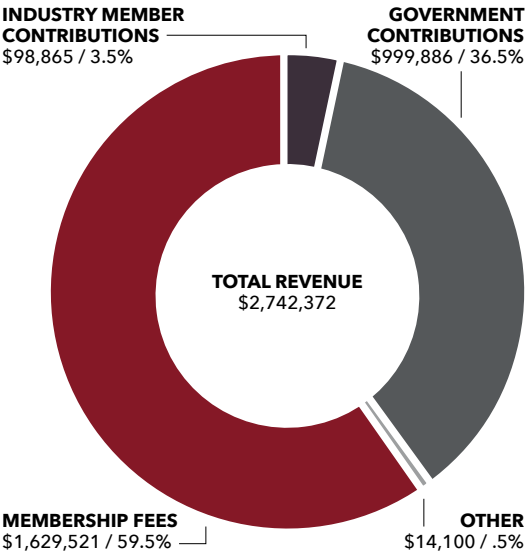
	2022	2021
STATEMENT OF FINANCIAL POSITION		
March 31, 2022		
ASSETS		
Cash	333,351	481,747
Accounts Receivable	968,942	782,445
Prepaid Expenses	135,178	129,429
Current Assets	1,437,471	1,393,621
TOTAL ASSETS	1,437,471	1,393,621

LIABILITIES AND NET ASSETS		
Liabilities		
Accounts Payable and Accrued Liabilities	476,334	466,322
Deferred Contributions	78,969	104,943
Deferred Revenues	30,375	34,058
Total Liabilities	585,678	605,323

NET ASSETS		
Contingency Reserve	500,000	400,000
Unrestricted	351,793	388,298
Total Net Assets	851,793	788,298
TOTAL LIABILITIES AND NET ASSETS	1,437,471	1,393,621

STATEMENT OF OPERATIONS		
For the year ended March 31, 2022		
REVENUE		
Membership Fees	1,629,521	1,508,375
Industry Member Contributions	98,865	51,230
Government Contributions	999,886	910,317
Other	14,100	7,659
TOTAL REVENUE	2,742,372	2,477,581

EXPENSES		
Core Operations	933,859	907,766
CP Led Market Development	1,506,012	1,089,419
Member Initiated Market Development	239,006	283,775
TOTAL EXPENSES	2,678,877	2,280,960
EXCESS OF REVENUE OVER EXPENSES	63,495	196,621



March 31, 2022 excess revenue over expenses is \$63,495.
Note expressed percentages are rounded.





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