



CANADA PORK ANNUAL REPORT

APRIL 1, 2024 – MARCH 31, 2025

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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

This past year represented meaningful progress and a strengthened international presence for our organization. As global markets continued to evolve, Canada Pork’s ability to remain focused, strategic, and united as an industry was central to the results we achieved.

One of the year’s most significant highlights was Canada Pork receiving the Golden Apple Award at the FHC Shanghai Global Food Show. This distinction is not simply an accolade—it is a clear recognition from one of the world’s most influential food industry platforms that Canadian pork stands among the highest-quality products globally. The award reinforces the trust international buyers place in our industry and reflects the consistent standards and professionalism demonstrated by our members across the value chain. It is also a reminder that our long-term investment in brand integrity, science, and traceability continues to yield tangible results.

Our presence at major international events continued to play a central role in expanding visibility and reinforcing relationships. Canada Pork represented its members in Colombia, the Philippines, Germany (Anuga), China and at the World’s Fair in Osaka. This exposure at trade shows advanced our positioning in one of the most mature and discerning markets in the world. These engagements help maintain Canada’s profile at a time when competition is intensifying and when

consistent representation is essential to preserving—and growing—market share.

Throughout the year, the Board maintained a strong focus on stability and long-term planning. I was pleased to continue in my role as Chair, and I am grateful to my fellow Directors for their steady contributions, thoughtful oversight, and commitment to member interests. Their engagement ensures continuity, clarity and discipline in our decision-making. This stability remains a key strength of our organization, allowing us to move confidently and to support management with a unified voice.

I also want to recognize the exceptional work of Chris White and the entire Canada Pork team. Their leadership, operational precision, and ability to represent our sector across multiple markets have been instrumental to our momentum. It is particularly encouraging to see a team that is not only stable and engaged but also eager to take on additional responsibilities in 2026. That level of cohesion and readiness is a testament to strong internal communication, clear priorities, and a shared sense of purpose. For the Board, this provides a high degree of confidence as we look to the year ahead.

Equally important has been the strengthening of international partnerships. Whether through industry-led delegations, participation

in global exhibitions, or engagement with partners abroad, our organization played a constructive role in supporting Canada’s broader agri-food profile. These relationships—built over years of steady work—continue to provide both immediate value and long-term strategic opportunity. They are a foundation upon which future market growth will depend.

As we look toward next year, we do so with optimism but also with a clear understanding of the complexities facing global trade. Our responsibility as a Board is to ensure that we remain disciplined, forward-looking, and aligned with member priorities. With a strong strategic plan, a committed leadership team, and a Board united in its vision, we are well-positioned to build on the progress achieved this year.

On behalf of the Board of Directors, I want to thank all our members for their continued trust and engagement. Your insights, collaboration, and commitment to excellence remain the driving force behind everything we accomplish.

We enter the coming year with confidence, clarity, and a shared determination to further strengthen Canada’s presence in global markets and support the long-term success of our industry.

Hans Kristensen
Chair

In 2024, Canada produced 2.24 million tonnes of pork and exported 66% of its production, valued at CAD 5.49 billion.

2024–2025 CANADA PORK BOARD OF DIRECTORS

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GLOBAL MARKETING OVERVIEW

With more than 65% of Canada’s pork production exported, participating in international trade shows is essential for promoting Canadian pork and supporting industry growth. These events help strengthen relationships with global buyers and create new business opportunities for members.

COLOMBIA

ALIMENTEC TRADE SHOW, BOGOTÁ

Canada Pork (CP) and seven CP members participated in the Alimentec trade show in Bogotá, Colombia, from June 18 to 21, 2024. This was the first time Canada Pork participated in this food and beverage show. Over 37,000 visitors from across

the region attended the show to spend time with 570 exhibitors, many from other parts of the world. Post-show feedback indicated that 100% of members rated their satisfaction with the

show as excellent. Additionally, 80% of the members felt they largely achieved their objectives, while 20% achieved them to a moderate extent. Notably, no participants expressed dissatisfaction with the event.

PHILIPPINES

WOFEX TRADE SHOW, MANILA

Canada Pork (CP) participated in the World Food Expo (WOFEX) held in Manila from July 31 to August 3, 2024. This is the largest food and beverage show in the Philippines. CP staff, along with 13 CP members, participated in

the Canada Pork booth. Staff provided a well-attended cutting demonstration followed by a networking BBQ lunch. While in Manila, CP staff worked with the Trade Commissioner Service at the

Embassy of Canada in the Philippines to organize a series of B2B meetings between Canadian pork exporters and local businesses.

MALAYSIA

TRADE MISSION, KUALA LUMPUR

Canada Pork staff and members attended a trade mission to Kuala Lumpur, Malaysia. Following a presentation by Katia-Maud Laflamme, Second Secretary (Commercial) and Trade Commissioner of the High Commission of Canada in Malaysia,

members joined a series of B2B sessions. Each member met one-on-one with 8 – 12 Malaysian pork buyers. Post-show feedback indicated that 67% of members rated their satisfaction with

the show as excellent, while 33% rated it as very good. Additionally, one-third of the members felt they largely achieved their objectives, while two-thirds achieved them to a moderate extent. No participants expressed dissatisfaction with the event.





A strong presence at major trade shows expands market reach and reinforces Canada's reputation as a reliable supplier of high-quality pork. This commitment provides significant value to members across the supply chain while generating a strong return on investment for the industry.

EUROPEAN UNION

SIAL PARIS

Canada Pork participated in SIAL Paris 2024, one of the world's largest food industry trade shows. Held in Paris, France, from October 19 to 23, 2024, the show saw over 7,000 exhibitors from 127 countries and 265,000 attendees.

Canada Pork staff, along with 19 participating members representing over 100 traders, processors and packers, participated at the booth. Canada Pork exhibited alongside Canadian beef and Canadian bison suppliers in a shared Canadian meat pavilion. The large display featured stunning graphics and had a

strong impact in the meat industry sector, standing out among competitors.

Michael Young, a well-known figure in the Canadian meat industry, was present at the Canada Pork booth to share his butchery expertise.

The Canada Pork team was pleased to receive an invitation to a private reception hosted by the Canadian Ambassador to France, the Honourable Stéphane Dion, at the Ambassador's Residence in Paris.

Canada Pork staff attended the event, which allowed them to meet with the

Ambassador personally and discuss trade issues and opportunities for Canada.

SIAL Paris provided an excellent opportunity to increase the visibility of Canadian pork and present its value proposition to buyers worldwide.

Post-show feedback indicated that 77% of members rated their satisfaction with the show as excellent, while 23% rated it as very good. Additionally, 92% of the members felt they largely achieved their objectives. No participants expressed dissatisfaction with the event.

MEXICO

EXPO CARNES, MONTERREY

Canada Pork participated at Expo Carnes in Monterrey, Mexico from March 4 to 6, 2025, alongside 14 Canada Pork members.

The show, which is held every two years, was an outstanding success with more than 10,000 professionals in attendance.

At the Canada Pork booth, numerous meetings were held with new and existing customers. The booth also featured popular cutting demonstrations and tasting events conducted by Michael Young.

The Canada Pork team and members attended a reception hosted by the Consul of Canada in Monterrey, Annabelle Larouche, the Trade Commissioner Service. Canadian pork was served at the reception, which provided the opportunity to highlight its premium quality and connect with key influencers in the agrifood industry.

Events like these strengthen Canada Pork's relationships and open new doors for Canadian pork on the global stage.

Post-show feedback indicated that 76% of members rated their satisfaction with the show as excellent, while 24% rated it as very good. Additionally, 45% of the members felt they largely achieved their objectives, while 55% said they achieved them to a moderate extent. No participants expressed dissatisfaction with the event.

In 2024, Canadian pork exports to Mexico totalled 193,607 tonnes, growing 12.1% from the year prior.

JAPAN

MARKETING EVENTS

Canada Pork's Japan Office collaborated with the prestigious Tsuji Wellness Cooking School in Osaka to present a Consumer Education Program. This program aims to raise awareness of Verified Canadian Pork™, educate home cooks about its benefits, and teach them how to purchase and prepare it. The title of the class was Full-Bloom Spring Dishes with Canadian Pork and included 21 attendees.

The Canada Pork Japan Office also presented its first cooking class, specifically designed for children, as part of its food education strategy. Nineteen children aged 6 to 11 attended the event.

TECHNICAL EDUCATION

Each year, in May and July, the Canada Pork Japan Office offers classes at the Federal Meat Academy (FMA). This technical distributor education program is supported by FMA and its students. The content focuses on educating attendees about the Canadian pork

industry and presenting Canadian pork cuts. Attendees are primarily from the meat wholesale and manufacturing industries and tend to be younger individuals in their 20s and 30s with limited experience with pork products.

CANADIAN PORK SEMINARS

Canada Pork's Japan Office conducted a seminar for 110 meat industry professionals at the Japan Meat Trade Center.

The Japan Office hosted an in-house seminar at the request of one of Japan's most prominent private meat companies, which owns 20 meat processing plants and over 50 sales offices.

Canada Pork's Japan Office conducted a Verified Canadian Pork™ seminar during Foodex, one of Japan's major trade shows, held in March 2025. Over 40 participants attended the workshop, including representatives from the retail and restaurant industries, cooking school organizers, and media.

DIGITAL MARKETING

Using social media to expand the audience for Canadian pork. Canada Pork Japan has an active and robust Instagram (IG) account with over 10,000 followers.

The Canada Pork Japan Office presented a livestream food education seminar that doubled as a cooking class. This was the first time a Canada Pork Japan in-person event was live streamed on social media. The cooking instructor chosen to present this at the event was a well-known chef with 120,000 IG followers. Participants included 20 influencers, each with 5,000 followers. The participants streamed the seminar as it was taking place. Viewers included the influencers' and the chef's Instagram followers.

Canada Pork's strategic priorities for Japan are to promote the attributes and benefits of Canadian pork to grow volume, value, and market share in Japan. Japan is Canada's second largest export market. In 2024, Canadian pork shipments to Japan increased by 47.8% to 282,059 tonnes.





CHINA

TECHNICAL SESSIONS

Canada Pork's China Office, along with two member companies, launched the first full-scale pork benchmarking session in November 2024, developing a set of metrics for benchmarking programs in China.

SIAL CHINA

Canada Pork China, along with twelve CP members, participated in SIAL China, held in Shanghai from May 28 to 30, 2024. SIAL China welcomed 5,000 exhibitors and 180,000 visitors this year during the three-day trade show.

Canada Pork China also coordinated a meat conference and B2B meetings with various China meat associations for their members before the trade show.

FOOD AND HOTEL CHINA

Canada Pork, along with 13 members, participated in Food and Hotel China (FHC) from November 12 to 14, 2024, in Shanghai. The show featured 3,000 exhibitors and saw more than 170,000 visitors from around the world.

GOVERNMENT & INDUSTRY RELATIONS

Canada Pork's China Office attended the China Food and Agriculture Trade High Quality Development Conference in Beijing on April 8-9, 2024.

The conference was organized by the China Chamber of Commerce for Foodstuffs and Native Animals and By-products (CCFNA). Approximately 300 CFNA members, including representatives from domestic and international food and agriculture companies, attended the conference.

Canada Pork's China Office took part in the China International Meat Industry Week (CIMIW) in Ji'nan, September 10-11, 2024. More than 400 meat industry professionals attended, including government officials from the Ministry of Agriculture and Rural Affairs, GACC, and State Administration for Market Regulation, senior managers of China Meat Association and regional meat associations, as well as meat processors, importers and processing facility companies.

TRADE ADVOCACY

Canada Pork was the title partner for one of the Canada Pavilion B2B meeting rooms at the China International Import and Export Expo (CIIE). The show took place in Shanghai from November 5 to 10, 2024, and allowed Canada Pork to highlight Canadian pork attributes through prominently displayed visuals.

Additionally, Canada Pork participated in the International Meat Trade Conference and CIIE networking sessions. Canada Pork, along with several members, engaged in meaningful discussions with the CIQA delegation, the China Broker Association, and the China Chamber of Commerce of Import/Export of Foodstuff.

Canada Pork, together with the Canadian Pork Council and the Canadian Meat Council, participated in the Canada-China Business Council Annual General Meeting (AGM) in Beijing on November 15, 2024. Over 450 executives, officials, and entrepreneurs from across Canada and China joined the business forum, networking reception and dinner.

The Honourable Lawrence MacAulay, Canada's Minister of Agriculture and Agri-Food, visited Beijing in November 2024, where he met with Chinese industry leaders, importers, and key Canadian stakeholders. Canada Pork participated in Minister MacAulay's agri-food industry meeting and reiterated the importance of the China market for the Canadian pork industry, the need for consistent market access and high-level government-to-government dialogues.

In 2024, China ranked third among Canada's export markets for pork. Exports to China declined by 13% in 2024 to a volume of 208,968 tonnes and a value of CAD 481,489,129.

The Buy Canadian movement gained momentum in early 2025, inspiring the NPM team to offer promotional materials to support Canadian pork. These included a “Proudly Canadian” on-pack label and a suite of engaging videos and brochures that spotlight Canada’s pork producers and celebrate the unique story of Canadian pork.

EDUCATION AND PROMOTION

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

This year, the team delivered 16 DEP sessions to 451 people, including two sessions to retail grocery chains, one to a restaurant chain, ten to culinary institutions, and four to a packer/processor. Additionally, DEP sessions were presented at two Annual General Meetings to a total of 350 people.

Two videos were created to increase demand for Canadian pork by providing retailers with videos that demonstrate easy meal solutions for busy consumers. The videos featured air fryer cooking (five different cuts) and how to use family-size packs of Canadian pork to create five different easy meals. A third video series was created featuring pork belly (with

four different recipes) to promote this versatile pork cut to both foodservice and retail operators. Operators are encouraged to use these videos on their websites, social media, flyers and marketing efforts.

Four new appetizers were developed for the foodservice industry and for retailers looking for new ideas for their customers. These include Pork Belly Stacks, Lollipop Pork Ribs, Pork Crostini and Crispy Pork Fingers. The NPM team created short videos to promote these new ideas to foodservice operators and for retailers to use on their websites and flyers.

Point-of-sale (POS) materials were created to support the recent Buy Canada movement, including a “Proudly Canadian” on-pack label, as well as videos and brochures that highlight Canadian pork producers.

MARKETING RESOURCES

POS materials were created to enhance the visibility of Canadian pork at retail. The meat case POS included dividers, channel strips, danglers, on-pack labels, and service case signs.

TRADE ADVERTISING

Trade advertising is used to educate retailers about the premium attributes of VCP. Three full-page ads were created this year for Canadian Grocer magazine, the number one national publication for the grocery industry. Two of the ads focused on promoting VCP with links to the Canadian Pork Story video. The third ad, launched in March, focused on the “Proudly Canadian” campaign.

DIGITAL MARKETING

In 2023, as part of its trade advertising strategy, Canada Pork launched the Verified Canadian Pork™ Instagram (IG) page @verifiedcanadianpork. The objective is to highlight content and increase awareness, inspiring individuals in the foodservice industry to use more Canadian pork.

The IG site was enhanced with a social media campaign this year, using available content to populate IG posts. This targeted approach resulted in a 30% increase in followers from 130 to 182. IG impressions increased approximately 2,500% to 11,650 and the campaign saw 511 engagement interactions.



GENERIC PORK PROMOTION

The significance of the domestic market is becoming more apparent, given today's uncertainties in export markets. Canada's domestic market offers stability, control and a strong foundation for growth. That's why strengthening pork's position among Canadian consumers is crucial.

With funding from the Pork Promotion and Research Agency (PPRA), Canada Pork has launched the Generic Pork Promotion Program.

RESEARCH

Research was undertaken to understand the current landscape of pork consumption in Canada. Research company Leger conducted the Canada Pork Usage and Attitude Study with funding from the Pork Promotion and Research Agency. This research examined the consumption habits and attitudes towards pork among Canadians. These research

findings were compiled into a fact sheet and shared with industry.

Canada Pork also conducted in-depth research with two key consumer segments to better understand their preferences and behaviours around pork in order to develop effective promotional programs. The first group was young consumers (Gen Z and Millennials), a group who don't consume as much pork as the Boomer demographic. The next group of survey participants included multicultural consumers who represent a growth opportunity given Canada's demographic trend.

The Gen Z and Millennial demographics make up 44% of the population, representing 16 million consumers. These groups offer a tremendous opportunity for Canadian pork growth, and the research informed the development of a consumer marketing strategy.

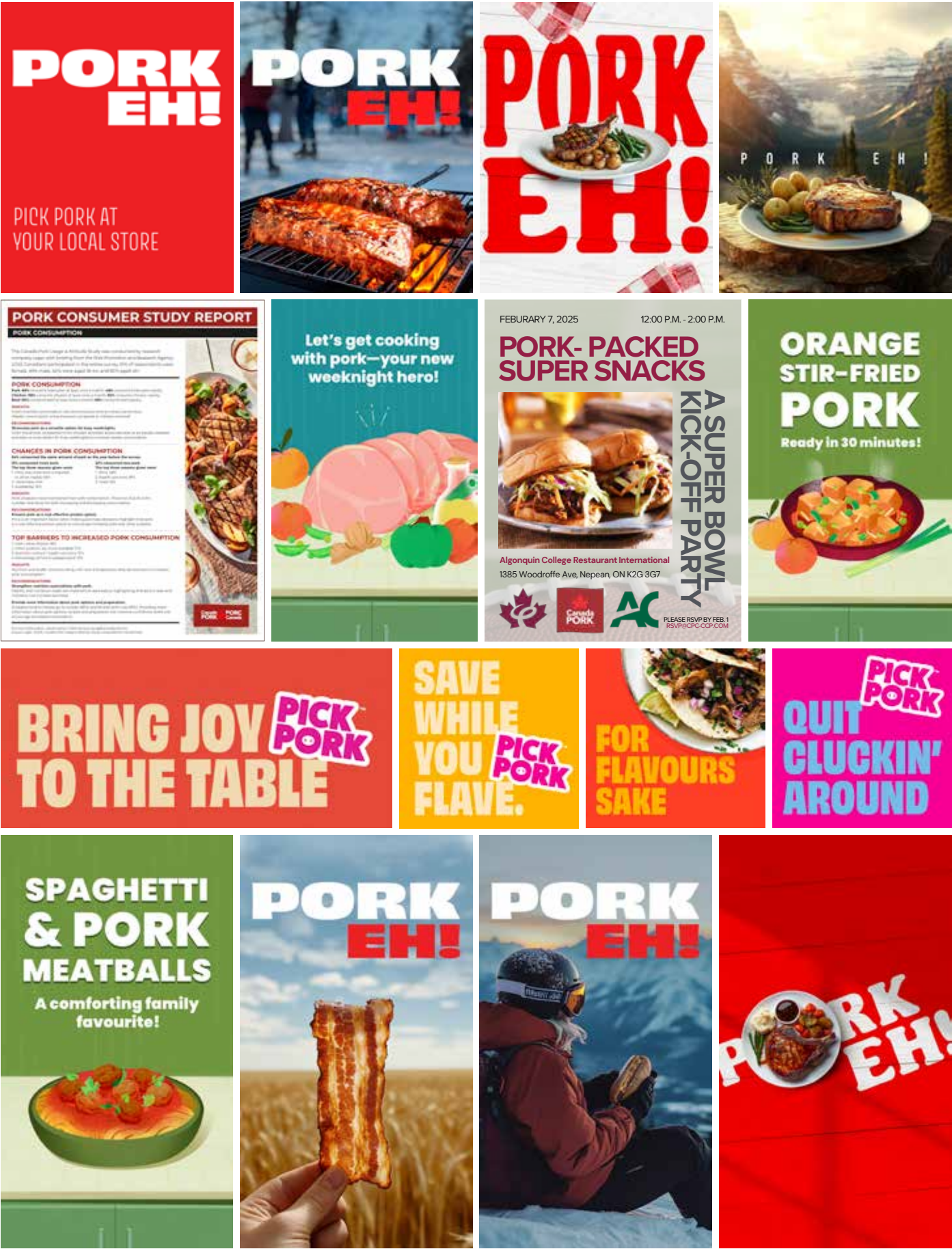
CONSUMER-CENTRIC MARKETING STRATEGY

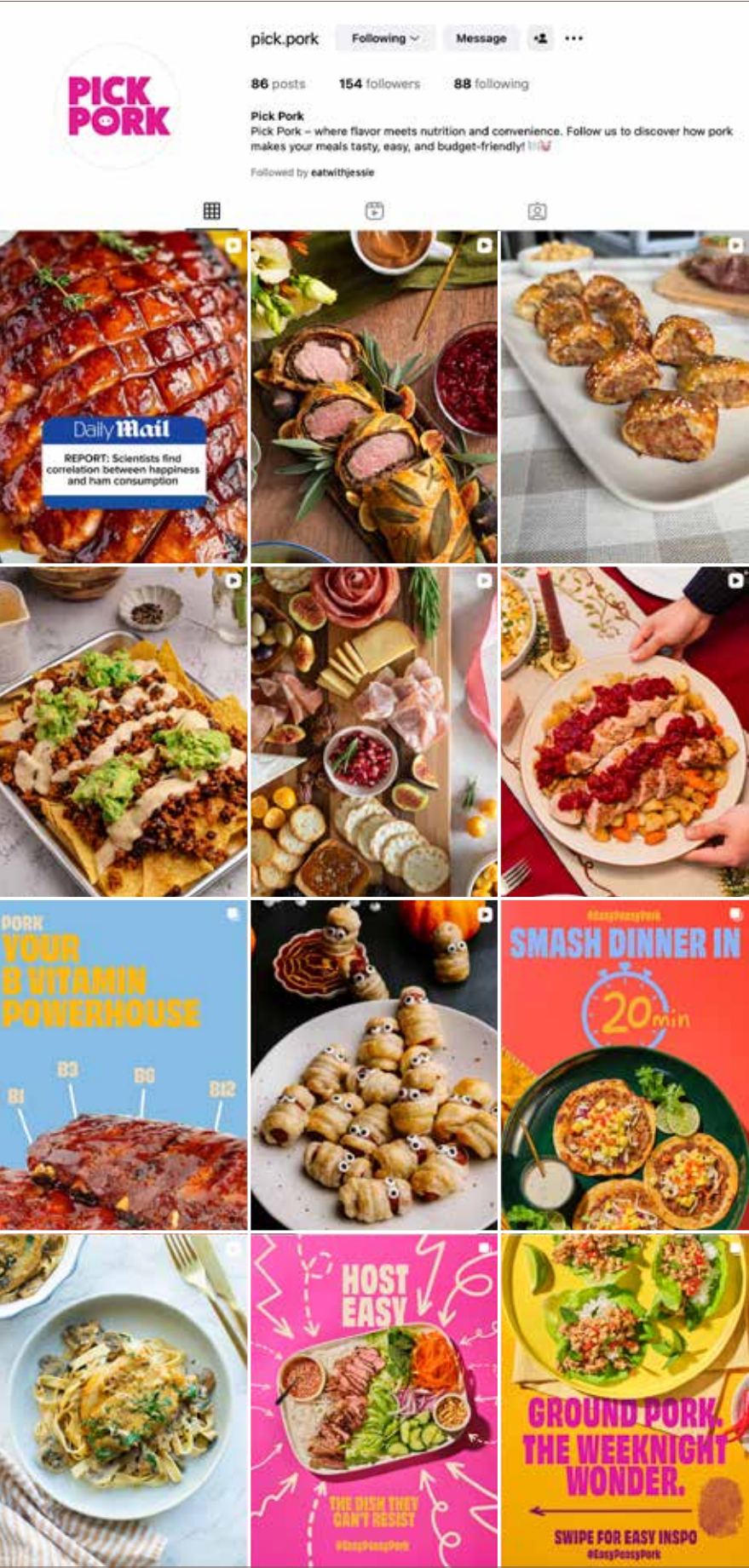
With funding from the Pork Promotion and Research Agency, Canada Pork has launched the Generic Pork Promotion Program, featuring the overarching theme "Pick Pork / Choisir le porc."

Its mission is to drive demand for pork, ensuring long-term industry growth while building trust with consumers (especially young consumers such as Millennials and Gen Z).

The strategy is to position pork as a tasty, nutritious, affordable, versatile, and convenient protein choice. The goal is to build awareness, especially on digital platforms where the target audience spends most of its time, and to connect pork to modern consumer lifestyles. The strategy will also ensure collaboration with industry stakeholders to maximize impact.

The Generic Pork Promotion Program, funded by the Pork Promotion and Research Agency (PPRA), is a national initiative designed to build awareness, relevance, and demand for pork among Canadian consumers. The program promotes pork as a tasty, nutritious, versatile, and budget-friendly protein, while strengthening consumer trust and supporting the long-term sustainability of Canada's pork industry.





The development and launch of the Pick Pork/Choirir le porc consumer campaign was the key focus of fiscal 2024/25. The logo represents the energetic, friendly, positive personality of the brand in a modern, vibrant, memorable visual. The look and feel of the brand will drive the creative for all marketing activities.

MARKETING ACTIVITIES 2024/25

The development and launch of the Pick Pork/Choirir le porc consumer campaign was the key focus of fiscal 2024/25. The logo represents the energetic, friendly, positive personality of the brand in a modern, vibrant, memorable visual. The look and feel of the brand will drive the creative for all marketing activities.

The Pork Eh! social media campaign was designed to promote generic pork in the Canadian market, leveraging the “Support Local” movement in the face of the U.S. tariff challenge in early 2025. The promotional package included seven graphics and customizable texts,

allowing the industry stakeholders to tailor the content and launch-timing to align with their marketing efforts.

Canada Pork (CP) and the Canadian Pork Council (CPC) collaborated on a Super Bowl Kickoff Party event designed to celebrate pork and share some delicious pork snacks ahead of the Super Bowl weekend. The party was held in partnership with Algonquin College’s culinary program on February 7, 2025, at the Algonquin College Restaurant International located on the College’s campus in Ottawa. More than 50 people attended the event, which was widely shared on social media.

CP and CPC collaborated to bring quick, nutritious, and kid-friendly pork recipes to parents through Today’s Parent Instagram and Facebook channels in February 2025. This campaign aimed to inspire families to include pork by showcasing easy-to-make dishes. Two recipe videos were developed featuring animated step-by-step directions (in English and French) designed for families.

HEALTH PROFESSIONALS

Health professionals are an important audience so targeted resources and an informational e-blast were sent to members of the Dietitians of Canada.

TECHNICAL RESOURCES

CANADIAN PORK BUYERS' GUIDE

The Canadian Pork Buyers' Guide was developed as a resource for members and for distribution at international trade shows. Available in both English and Spanish, the guide helps expand market reach by providing key information about Canadian pork. A Spanish version was developed to meet growing opportunities in Latin American markets, particularly in Mexico and Colombia. Additionally, the guide serves as a practical reference tool for pork cuts and products, including product codes for each item to support usability. As a result, it's an effective sales tool for member companies when engaging with buyers and trade contacts.

CANADIAN PORK STORY VIDEOS

To better support audiences in markets where English is not the primary language, Canada Pork developed informational videos with content translated into relevant local languages as part of its multicultural marketing efforts. These market-adapted videos, used at international events, clearly communicate the value of Canadian pork and Canada Pork programs while strengthening engagement with local audiences. As branded assets, they maintain a consistent Canada Pork identity across markets while allowing for appropriate language and cultural adaptations. The videos also highlight the importance of Verified Canadian Pork™ to the industry and showcase the Canadian Pork Excellence program, emphasizing its three core on-farm pillars of traceability, food safety, and animal care.

CANADIAN PORK IMAGE CATALOGUE

In 2025, a new image catalogue was created featuring Canada Pork's original photography. The catalogue includes more than 200 high-quality images taken between 2006 and 2025. The images are of Canadian pork cuts, both cooked and raw, in a wide variety of styles including North American and export market-appropriate options. These high-quality images are incorporated into Canada Pork's promotional and marketing materials, as well as booth and display designs, for trade shows and industry events. Additionally, the images are available for members to use in their marketing materials. This updated visual library ensures a consistent and modern representation of Canadian pork across all of Canada Pork's communications.

BRANDED ASSETS AND PROMOTIONAL MARKETING RESOURCES

To enhance the visibility and impact of the Canada Pork brand, a variety of branded assets and promotional materials were developed for use at events and marketing campaigns.

- PowerPoint presentation templates featuring Canada Pork branding
- Custom lanyards designed with the Annual Conference theme
- Canada Pork pins for members and partners
- A custom Canada Pork Excellence Award presented at the 2025 Annual Conference, featuring the Canada Pork logo

- Branded placemats used at each table during the Annual Conference, showcasing both the Canada Pork brand and our sponsors.

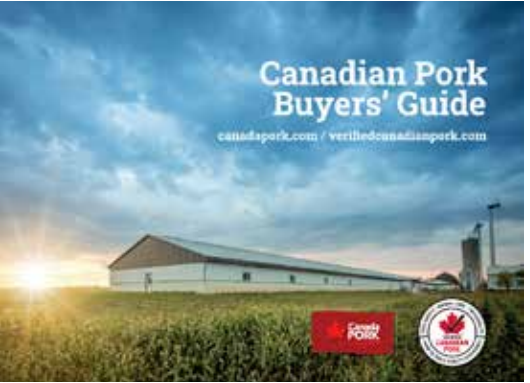
These assets collectively enhance brand recognition, support member engagement, and reinforce Canada Pork's presence in both domestic and international markets.

CANADA PORK ANNUAL REPORT

Canada Pork publishes an annual report that showcases the initiatives taken to promote Canadian pork at home and abroad. The multi-page report provides an overview of export and domestic market activities, trade show outcomes, and the promotional resources produced. It also includes year-end financial statements and market statistics from Statistics Canada. The report features highlights from the annual Canada Pork member survey, offering insights into member satisfaction. This report serves as a valuable resource for current members and as a recruitment tool for attracting new members.

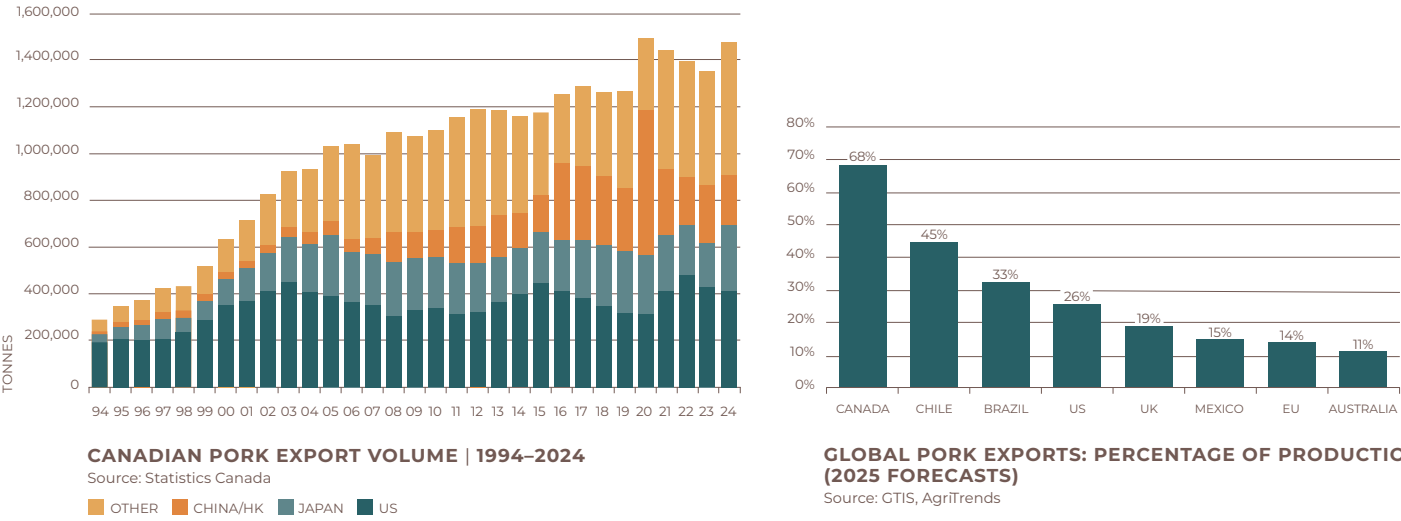
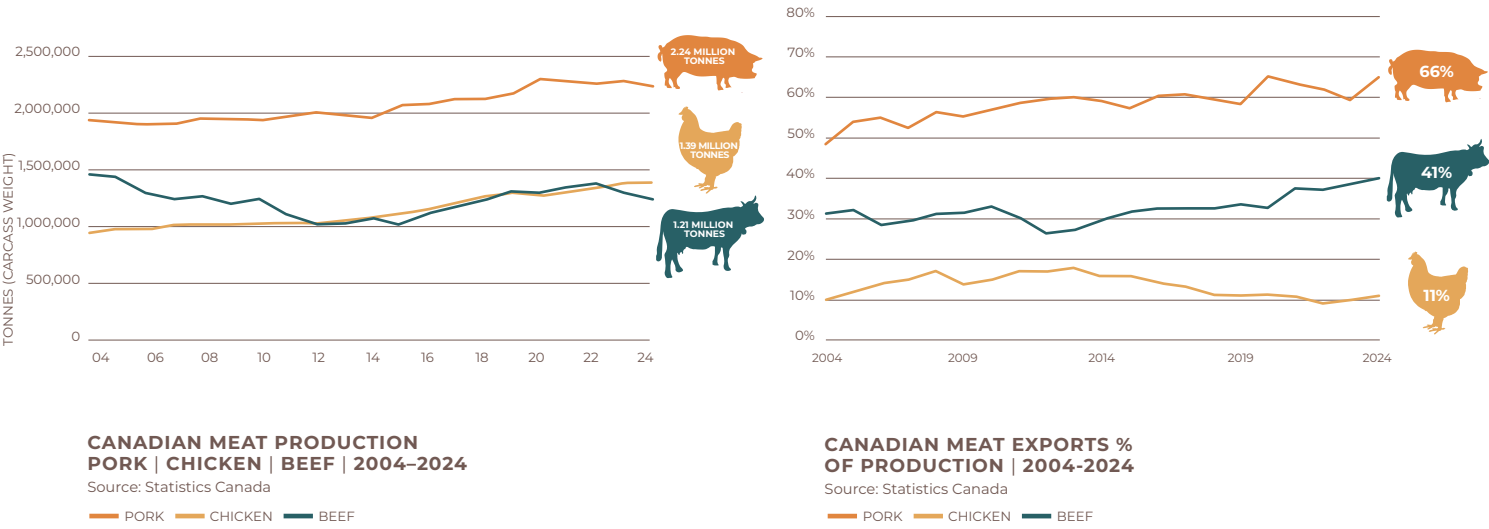
CANADA PORK ON SOCIAL MEDIA

Canada Pork has a significant presence on LinkedIn, with over 2,550 followers. This platform is used for outreach to members, increasing awareness of Canada Pork's activities and programs, and promoting the Canadian pork industry. Additionally, it serves as a valuable resource for member companies. Posts that showcase member logos and highlight partnerships with government collaborators and other industry associations can help create new business opportunities.



MARKET INDICATORS

Canadian pork production and pork exports remained strong in 2024. Canada produced 2.24 million tonnes of pork and exported 66% of its production, valued at CAD 5.49 billion.



KEY FINDINGS

In 2024, total Canadian pork export volume increased by 9% to 1,473,030 tonnes, valued at CAD 5.49 billion, a 16.3% growth compared to 2023.

The top five export markets in volume (U.S., Japan, China, Mexico, the Philippines) represented 81.4% of the market.

The U.S. is Canada's largest pork export market with 412,345 tonnes,

a 3.58% decline from 2023, representing 28% of total exports by volume.

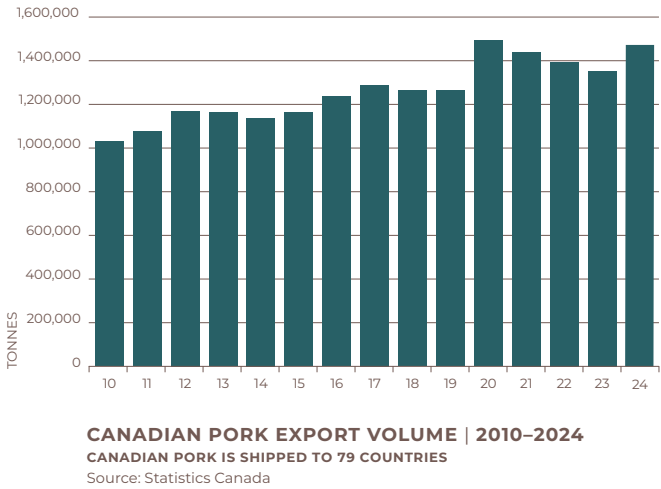
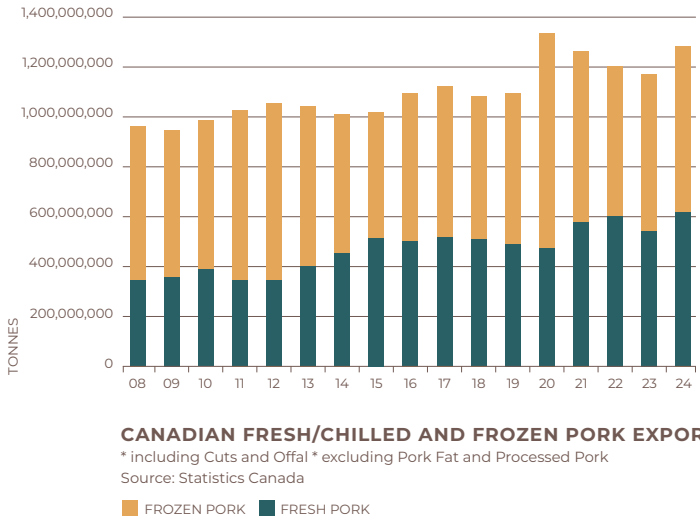
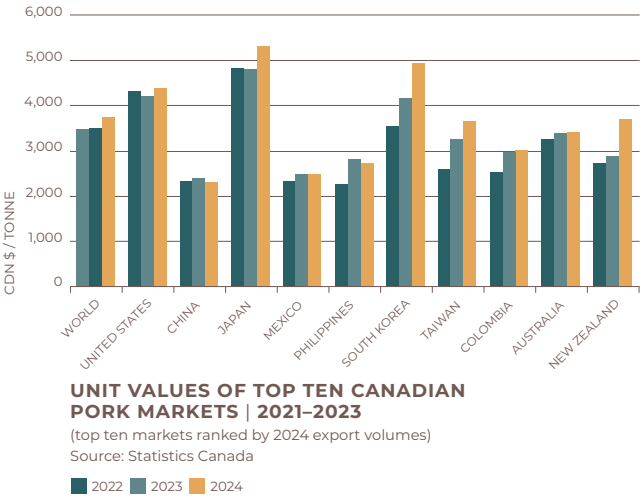
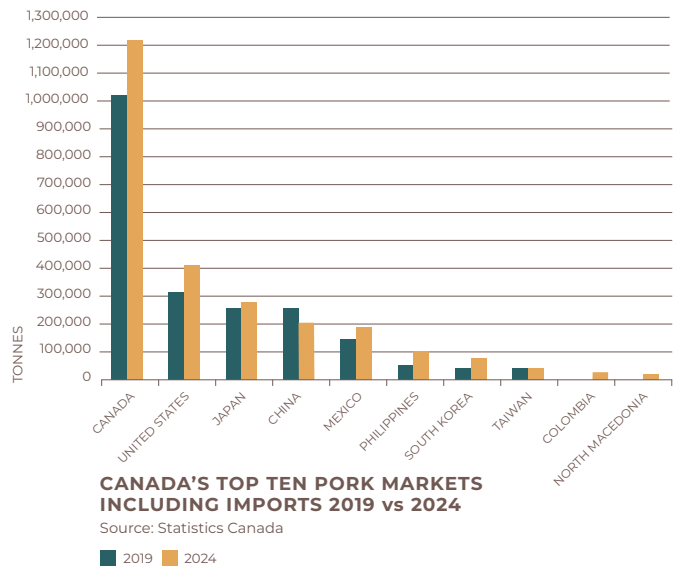
Japan is Canada's second largest export market. In 2024, Canadian pork shipments to Japan increased by 47.8% to 282,059 tonnes.

In 2024, China ranked third among Canada's export markets for pork. Exports to China declined by 13% in 2024 to a volume of 208,968 tonnes and a value of CAD 481,489,129.

Canadian pork exports to Mexico totalled 193,607 tonnes, growing 12.1% from the year prior.

The Philippines received a total of 102,419 tonnes of Canadian pork, a 5.8% decrease compared to 2023.

In 2024, the South Korean market showed growth for Canadian pork exports with a 48.1% increase to 81,202 tonnes.

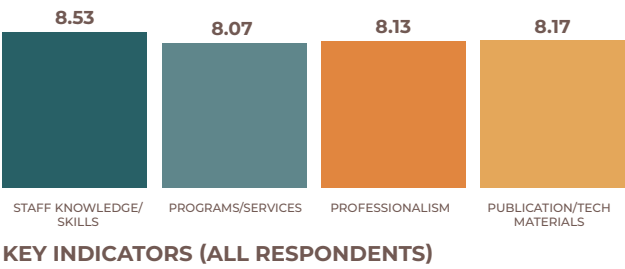


PERFORMANCE MEASURES

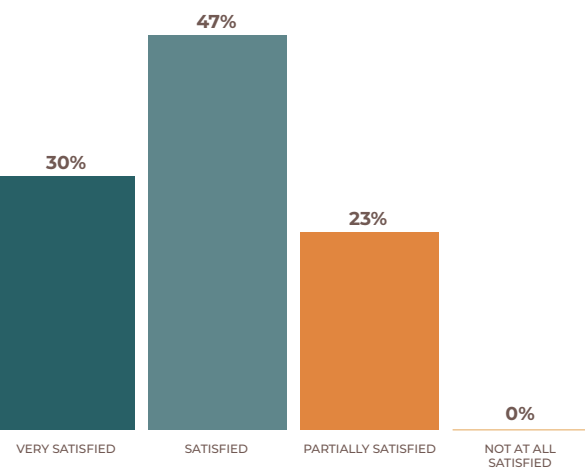
Canada Pork’s annual Member Satisfaction Survey for the 2024-2025 fiscal year had a 54% response rate. Of those responses, 37% came from Trading Company members, 33% from Processor members, and 30% from Associate members.

Canada Pork survey respondents provide overall rating of 8.2/10.

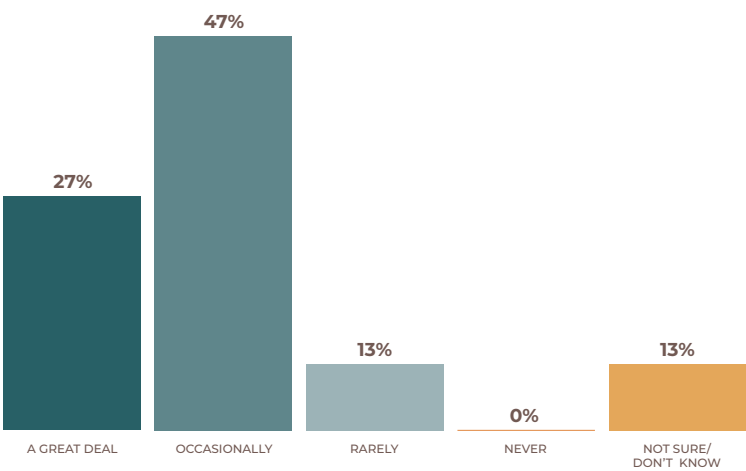
Respondents were asked to rate four key areas of priorities and activities on a scale of 1-10 (with 10 the most positive). Combining these four strategic categories provides an overall score of 8.2/10 or 82%. This score was 8.0/10 in 2024.



Over the past year, 77% of members reported being satisfied or very satisfied with Canada Pork.

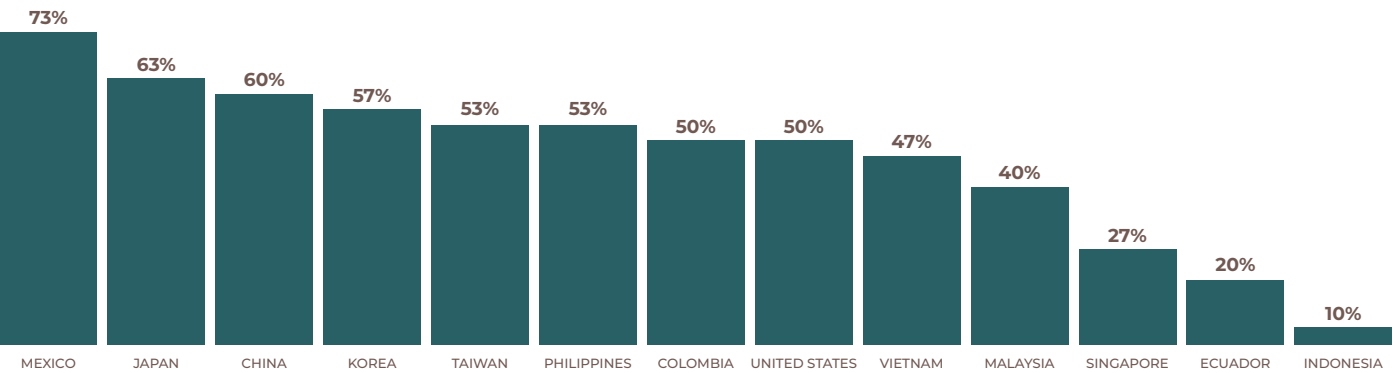


77% of members indicated they were satisfied or very satisfied with Canada Pork over the past year.



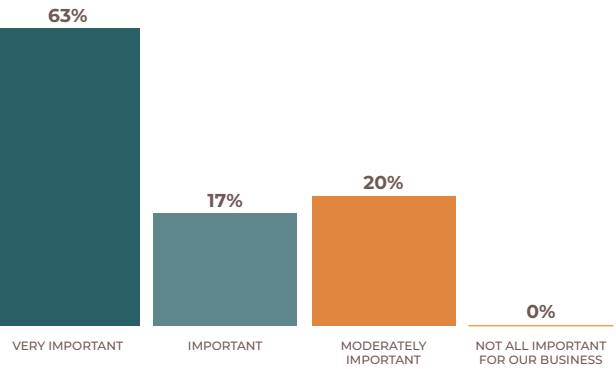
Over 74% of members have utilized Canada Pork anywhere from occasionally to a great deal this past year. This score was 63% in 2024.

77% of members indicated a preference for one combined annual meeting for Canada Pork and CMC.



MEMBER RANKING OF COUNTRIES FOR ACTIVITIES IN 2026/2027.

80% of members said it is very important/important for Canada Pork to provide support for international trade shows and in-market business-to-business (B2B) meetings. Domestic events like the Restaurant Show and Grocery Innovations show are of less interest to members.



THE FOLLOWING CANADA PORK PROGRAMS ARE RANKED IN ORDER OF IMPORTANCE TO MEMBERS.

1	PROVIDING MEMBER CONTACT INFORMATION TO POTENTIAL BUYERS (AVAILABLE ON WEBSITE AND HANDOUT).
2	CANADA PORK TECHNICAL MATERIALS INCLUDING THE CANADIAN PORK HANDBOOK, CANADA PORK BUYERS GUIDE, MERCHANDISING CUTS POSTER.
3	PROVIDING RESOURCES THAT DESCRIBE CANADIAN PORK ATTRIBUTES TO CUSTOMERS (CANADIAN PORK STORY).
4	SALES PROMOTIONS THAT SUPPORT YOUR MARKETING STRATEGY IN KEY MARKETS.
5	VERIFIED CANADIAN PORK BRAND SUPPORT AND MARKETING MATERIALS.
6	GENERIC PORK PROMOTION FUNDED BY PPRA.

THE FOLLOWING COMMUNICATION ITEMS ARE RANKED IN ORDER OF IMPORTANCE TO MEMBERS.

1	THE DAILY PRESS REVIEW.
2	BRETT STUART’S GLOBAL AGRI-TRENDS.
3	THE WHOLE HOG BRIEF NEWSLETTER.
4	CANADA PORK ASIA REPORT.
5	HOG STATISTICS AT A GLANCE.
6	CANADA PORK ACTIVITY REPORT HIGHLIGHTING STAFF ACTIVITIES.

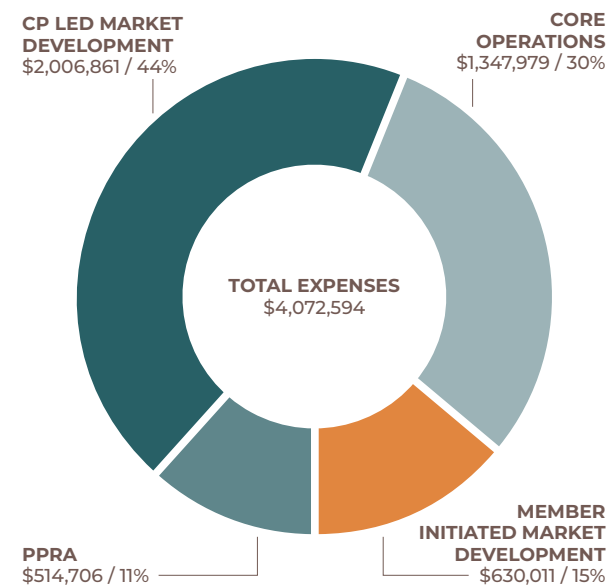
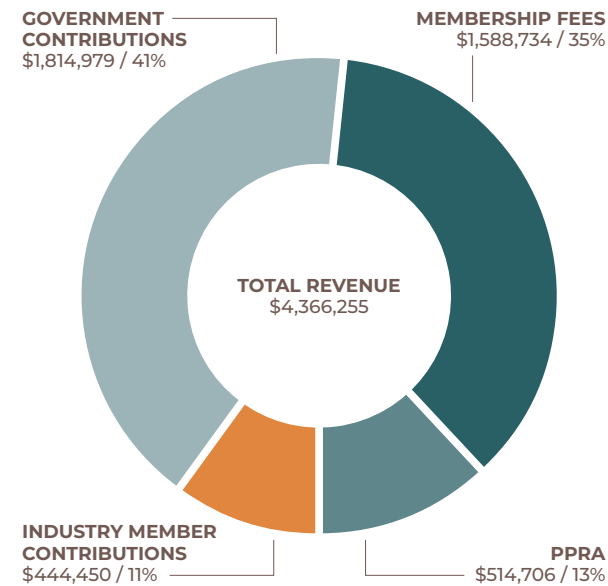
2024-2025 FINANCIAL REPORT

	2025	2024
STATEMENT OF FINANCIAL POSITION		
March 31, 2025		
ASSETS		
Cash	503,244	1,146,818
Accounts Receivable	1,059,160	818,707
Prepaid Expenses	273,681	151,487
Current Assets	1,836,085	2,117,012
TOTAL ASSETS	1,836,085	2,117,012

LIABILITIES AND NET ASSETS		
Liabilities		
Accounts Payable and Accrued Liabilities	865,017	1,017,004
Deferred Contributions	94,090	72,023
Deferred Revenues	222,265	237,370
Total Liabilities	1,181,722	1,326,397
Restricted Net Assets		
Contingency Reserve	500,000	500,000
Unrestricted Net Assets	154,313	290,615
Total Net Assets	654,313	790,615
TOTAL LIABILITIES AND NET ASSETS	1,836,085	2,117,012

STATEMENT OF OPERATIONS		
For the year ended March 31, 2025		
REVENUE		
Membership Fees	1,588,734	1,622,476
Industry Member Contributions	444,450	368,310
Government Contributions	1,814,979	1,921,710
PPRA	514,706	116,556
Other	386	836
TOTAL REVENUE	4,363,255	4,029,888

EXPENSES		
Core Operations	1,347,979	1,239,118
CP Led Market Development	2,006,861	1,907,561
Member Initiated Market Development	630,011	809,359
PPRA	514,706	116,556
TOTAL EXPENSES	4,499,557	4,072,594
EXCESS OF REVENUE OVER EXPENSES	-136,302	-42,706



March 31, 2025 excess revenue over expenses is -\$136,302.
Note expressed percentages are rounded.





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