



FOR IMMEDIATE RELEASE

Canadian Pork Industry Pushes Ahead on National Swine Traceability System

Ottawa, Ont. [August 7, 2009] In part of Canadian Pork Council's (CPC) efforts to champion additional measures that will contribute to the competitiveness of the industry, improve access to domestic and international markets, strengthen the integrity of the value chain, and introduce innovation throughout all aspects of the production cycle, the CPC is pleased to announce the selection of two strategic partners to implement a national traceability program for the Canadian pork sector.

CPC has selected Agri-Traçabilité International (ATI) as its experienced partner who will provide leadership on traceability solution implementation, system configuration, and system hosting and customer support services. In addition Allflex Inc. has been chosen to be the manufacturer of Canada's nationally-standardized identification ear tag for swine, primarily used for breeding animals. These two strategic partners will allow the industry to provide information on Canadian swine premises and trace live hog movements.

"The CPC has already invested significant time and resource in planning and implementing improvements to the Canadian swine traceability system and looks forward to having this program available to producers shortly" stated CPC's President Jurgen Preugschas.

An effective traceability system requires significant investment in technology, time commitment from all industry stakeholders, and a significant investment in administration to ensure effective coordination of the system, effective communications, superior customer service for industry stakeholders and most importantly, effective, efficient trace out of animals in the event of an animal disease.

"For many years, the Canadian hog industry has enjoyed an excellent herd health status" recognized Clare Schlegel, Chair of CPC's traceability implementation committee. "However, because we now live in a global world, with animals and meat traded internationally in unprecedented quantities, and with more people than ever traveling abroad, animal health and foreign animal disease preparedness are key priorities for our industry."

On June 28, 2009 the Canadian Pork Council released its Strategic Transition Plan titled "The Canadian Hog Industry's Plan for Success". This document is a

comprehensive plan to guide the sector through the next five years. It includes several strategic initiatives, such as an identification and traceability system, that will contribute to the long term competitiveness of the industry.

“Once the transition plan is implemented, a leaner, greener and more innovative industry will emerge - one that is prepared to capitalize on domestic and international opportunities” added Jurgen Preugschas.

The CPC serves as the national voice for hog producers in Canada. A federation of nine provincial pork industry associations, our organization’s purpose is to play a leadership role in achieving and maintaining a dynamic and prosperous Canadian pork sector.

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