

September 15<sup>TH</sup>, 2010

## Singapore delegation complete their cross Canada tour

CPI organised an incoming mission from Singapore's Meat Traders Association from August 16th to 27th. The six visiting companies had a broad interest going from frozen by-products to chilled pork and processed products. The group visited several plants across Canada and CPI hosted two dinners, one in Montreal and one in Toronto, to allow the trading companies in its membership to meet with the members of the delegation.

Their program ended in Vancouver with CPI's first Distributor's Education Program (DEP) session that included an overview of the Canadian pork story, food safety and quality assurance systems and an interactive merchandising demonstration focusing on meat quality points of differentiation to improve the competitive position of Canadian pork compared to other imported pork.



Michael Young presenting to Singapore delegation



Michael Young performing a technical seminar

## CPI is remodelling its website

Canada Pork International is updating its image by remodelling the CPI website. The new platform will allow CPI to better serve the needs of Canadian pork exporters and make available information regarding the unique characteristics of the Canadian pork industry to buyers abroad. The website will include downloadable brochures such as "The Canadian Pork Story" and "The Canadian Hog Production", this last one depicts subjects like *High Quality Feed Equals Outstanding Pork*, *Swine Genetics*, and *Uncompromising Quality Assurance*. Visit our website at [www.canadapork.com](http://www.canadapork.com) and check back often to see our progress.

## CPI meets with Guatemalan Pork Producers

On August 19<sup>th</sup>, 2010 Canada Pork International met with the Guatemalan Pork Producers Association to explore the possibility of Canada having a Free Trade Agreement with El Salvador, Guatemala, Honduras and Nicaragua, also known as the Central-America 4 (CA4). This initiative would allow Canadian pork meat to gain preferential access to additional markets in the continent, same with recent trade negotiations with Colombia and Panama. Canada Pork International proactively searches for new market opportunities and assists the federal government achieving trade agreements that would benefit the Canadian pork industry.

## CPI Promotes Canadian Pork Exports in Russia



CPI stand at the World Food Moscow Sept. 14<sup>th</sup>, 2010

Canada Pork International is elated to again participate this year in World Food Moscow, Russia from September 14<sup>th</sup> until the 17<sup>th</sup>, 2010.

World Food Moscow is a unique international exhibition featuring agri-food products and it has become a staple of the CPI calendar to promote Canadian pork exports in Russia. This year, the number of trade show participants has increased to include almost 15 Canadian CPI member companies.

## Signing of a Partnership agreement between CPI and the China Meat Association

On September 6<sup>th</sup>, 2010 CPI and the China Meat Association enter into a partnership agreement. The signing took place in Beijing. A detailed action plan will be developed under this agreement by the end of September, 2010.



Jacques Pomerleau and Mr. Li Shuilong, President of the China Meat Association



## Opening of CPI Japan's office, Press Conference and reception

CPI was pleased to have its Japan Marketing Office opening reception and press conference on September 8<sup>th</sup> with close to 250 participants from Japan's various business sectors, such as importer, distributor, retailer, food service and manufacturer held at the Canadian embassy in Tokyo. CPI's Japan office will direct marketing efforts in Japan and maintain promotions for Canadian pork. CPI wishes to acknowledge the support of the Canadian Ambassador, Jonathan Fried and of the Canadian embassy staff. It was a fantastic event that was well attended. Mr. Nomura started with CPI on July 1<sup>st</sup>, 2010, he comes in with more than 30 years of experience in meat trade and promotion in Japan. He is a welcome addition to the CPI team.



Mr. Shoji Nomura, CPI Japan Marketing Director



Reception at the Canadian Embassy, Tokyo



CPI Press Conference

Head table: Ambassador Jonathan T. Fried, CPI Chairman Edouard Asnong, CPI CEO Jacques Pomerleau, CPI Japan Marketing Director Shoji Nomura



Reception at the Canadian Embassy, Tokyo

