



Canadian Pork Council
Conseil canadien du porc

CPC Welcomes Decision to Proceed with WTO Dispute Settlement Panel on US COOL

FOR IMMEDIATE RELEASE

October 7, 2009

The Canadian Pork Council welcomes the government of Canada's announcement to proceed with a World Trade Organization dispute settlement panel regarding the United States' Mandatory Country of Origin Labelling Legislation (US COOL).

The Canadian pork industry enjoys a solid world-wide reputation for superior quality and animal health status and Canadian producers are alarmed that the US- COOL legislation has seriously harmed the U.S export market for Canadian pigs and pork. The US COOL legislation has caused many U.S. pork processing companies to cease altogether the purchase of animals that are born in Canada.

"Country of Origin Labelling has been a major factor why many Canadian producers are having to exit the hog industry and has cost the pork industry many millions of dollars" stated Mr. Preugschas, who operates a hog and grain enterprise in Mayerthorpe Alberta. "Today's announcement is a welcome signal that our government understands the impact COOL is having on our producers and that they will continue to work with the livestock sector to defend our WTO trade rights.

The Canadian Pork Council serves as the national voice for hog producer 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.

Media Contact:

Gary Stordy
Public Relations Manager
Canadian Pork Council
(t) (613) 236-9239 ext 277
(c) (613) 883-0650