



Canadian Pork Producers Welcome WTO Consultation Request on US-COOL

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“The Canadian Pork Council applauds the Government of Canada’s announcement today to request consultations under WTO rules regarding the United States’ Mandatory Country of Origin Labelling legislation and implementing regulations (US COOL)” said Jurgen Preugschas, President of the Canadian Pork Council

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 requirements are destroying the U.S. export market for Canadian live swine. Since US COOL was implemented on September 30, U.S. hog buyers have announced that they will curb, or in some cases, cease altogether the purchase of animals that are born outside of the United States.

“US COOL will drive some Canadian producers out of business, reduce livestock herds and cost the pork industry millions” added Mr. Preugschas, who operates a hog and grain enterprise in Mayerthorpe, Alberta. “Today’s announcement is a clear signal that our government understands the adverse impact US COOL already is having and the grave threat its continued application poses to our producers.

“I would like to thank the Honourable Gerry Ritz, Minister of Agriculture and Agri-food Canada and the Minister of International Trade, the Honourable Stockwell Day for pursuing our WTO rights and seeking market solutions to the serious problem US COOL has created” stated Mr.Preugschas.

CPC is a member-driven, not for profit national trade association that promotes and facilitates Canadian competitiveness in the global market for Pork production. It is the collective voice of Canada's Hog producers- an effective advocate on a broad range of public policy issues that have a direct impact on Pork production in Canada. Through its network of member associations, its productive relationships with federal government departments and agencies, and its globe-spanning international contacts, CPC responds quickly and effectively to capitalize on sector opportunities, and to combat threats to sector competitiveness.

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