

## Resolution L - Response - Retail food stores

Ontario Pork works with Pork Marketing Canada (PMC) on these types of initiatives. Ontario Pork staff has approached all major retail stores and encouraged them to identify their Canadian pork products with a “Choose Canadian” label.



There is only one retailer that buys **exclusively** US fresh pork and that is Costco.

Costco claims that the Canadian processors cannot meet their demands – in quantity, price and quality.

All of the other Canadian retailers would prefer to buy only Canadian, but the US pricing is so low that they will not, at times, pass it up. They assure us that regular pork is Canadian and that for all features (the front page flyer ads for their individual stores), they send a request out to the 3 large Canadian processors to get pricing. Rarely is a Canadian processor however able to meet the pricing that the US processors give them. Unfortunately, the vast majority of consumers are very price conscious, particularly during these hard times. That is why you often see cheap meat on the front page of the flyer – it drives people into the store and then they often do all of their shopping in that store.

If we could produce a differentiated product and convince consumers that it is worth paying more for, then the Canadian farmers would win. This of course will take time, but something that Ontario Pork is actively pursuing.