

Resolution D - Response - Mandatory Country of Origin Labeling

Ontario Pork is supportive of voluntary labeling. Ontario Pork as a member of the Canadian Pork Council is supportive of the World Trade Organization challenge currently underway against United States mandatory Country of Origin Labeling as it violates WTO rules. At this time, to pursue mandatory labeling at home would be contradictory to efforts to have it removed in the U.S.

Ontario Pork promotes country of origin identifiers through Pork Marketing Canada to identify Canadian pork products.



Logo: Look for the red and white Canadian Pork label in the meat case.

The "Choose Canadian" program provides consumers with an opportunity to choose pork in the meat case that has been clearly labeled with a Canadian Pork sticker; this is a voluntary program that retailers can participate in.