Canadian Pork Production Distribution Of Inventory 2014
(% of total hogs and slaughter volume)

2014: 1.95 Million Tonnes of Pork Produced, 25.3 Million Pigs. 7,020 Producers, Inventory of 13.1 Million Pigs, 1.2 Million Sows on July 1, 2014. Manitoba, Ontario, and Quebec account for 74% of Canadian Hog Production and 85% of all federal slaughter volume.

Source: Statistics Canada
CANADIAN MEAT PRODUCTION
PORK | BEEF | CHICKEN 2000 – 2014

Source: Agriculture Canada, Statistics Canada
CANADIAN EXPORTS AS % OF PRODUCTION
PORK | BEEF | POULTRY 1990 – 2013

Source: Statistics Canada
MAJOR PORK EXPORT MARKETS
VOLUME % 1990 VS. 2014

1990 = 256,000 tonne / $ 686 million
2014 = 1,151,018 tonne / $ 3.7 billion

Source: Statistics Canada
CANADIAN PORK TRADE BALANCE

$ '000 CAN

Source: Statistics Canada
ALBERTA | BRITISH COLUMBIA
PORK EXPORTS ($CDN)

Source: Statistics Canada

2010

2011

2012

2013

2014

2014 164,109 tonnes

Value (CAD)

Japan  United States  South Korea  Russian Federation  Australia  Other

Source: Statistics Canada
AB BEEF EXPORTS VS. AB/BC PORK EXPORTS
2002 - 2014

Excluding US Beef Volume
Pork: 124,665 tonnes
Beef: 78,684 tonnes

Source: Statistics Canada
ALBERTA PORK

- Association that represents approximately 380 producers
- Alberta produces 11% of Canada’s commercial pigs
- Alberta/BC Hog slaughter accounts for 14.8% of Canadian hog volume (3,003,240 head)
- Alberta/BC processors of Alberta pork account for 27% of Canada’s export pork business to Japan and 14% of total pork exports
- Alberta pork export volume has been trending up last three years: 106,958-2012 vs. 151,888-2014 tonnes
- Alberta pork processors achieved a 42% increase in export volume 2012 – 2014
Alberta Pork Producers

NICE PEOPLE... DOING A GREAT JOB PRODUCING FOOD. “WE CAN BE TRUSTED”
Others view the industry differently
Others view the industry differently

Transport Terror

Torn From Their Mothers and Mutilated
Others view the industry differently.

- **FOOD, INC.**
- **Feeding Kids Meat Is Child Abuse**
- **Farmed and Dangerous**
  - A bumper crop of lies and deceit
- **CBSNEWS**
  - The antibiotics problem in meat

Study: Meat, dairy may be as bad for your health as smoking cigarettes.
DOES THE CONSUMER / PUBLIC KNOW US
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# SOCIAL LICENSE

Public Expectations are on the rise

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Alberta Pork Producers

NICE PEOPLE ... DOING A GREAT JOB PRODUCING FOOD. “WE CAN BE TRUSTED”

- Environmental Regulations – NRCB/Sustainable Resources/ARD
- Canadian Quality Assurance Program – Food Safety
  - Animal Care Assessment Tool
- Code of Practice for the Care and Handling of Pigs
- Swine Traceability – Provincial and National Regulations
- Biosecurity
- Farm Safety
- Working in the Community
SOCIAL LICENSE

Prove we are doing what we saying we are doing.

Greater need to work within the value-chain to:

Create trust with the public and consumers
Reduce regulatory burdens
– share the drivers seat with Gov’t
Partner with others closer to the consumer plate
TRANSPARENCY ON OUR WEBSITE / TOWNHALL CALLS
FOOD SERVICE SECTOR

PORKA PALOOZA BBQ FESTIVAL
A Big Meat up

PORK LODGE
JASPER

Have fun with food
How to cook / Use

Pig & Pinot Festival

Canada’s Oldest BBQ Competition
BBQ ON THE BOW

ALBERTA PORK
RETAIL SECTOR

What about non-GMO Loose Housed Free of Antibiotics / Hormones
Growing evidence suggests recommendations to reduce red meat consumption are misguided and may have unintended health consequences. Within a landscape of increasingly large amounts of processed, refined foods being consumed, dwindling cooking skills and increasing rates of chronic disease, it’s time we recognize that diets which include lean red meats are associated with positive health outcomes. High time to Recognize Their Value in a Healthy Diet: Mary Ann Binnie is Manager of Nutrition and Food Industry Relations with the Canadian Pork Council.
The Unheard Challenges

Country of Origin Labelling (COOL) US... Russia ... China
Trade Korea... EU.... Japan... Trans-Pacific Partnership...

Price / C of P
Capital Access / Risk Management
Product dumping
Labour shortages - TFW
Government Cooperation

Cheap & Cheerful
“If you don’t have a competitive advantage, don’t compete”
Jack Welch

“One gets paid only for strengths”
Peter Drucker
The End – Thank You

Darcy Fitzgerald, Executive Director
Alberta Pork