



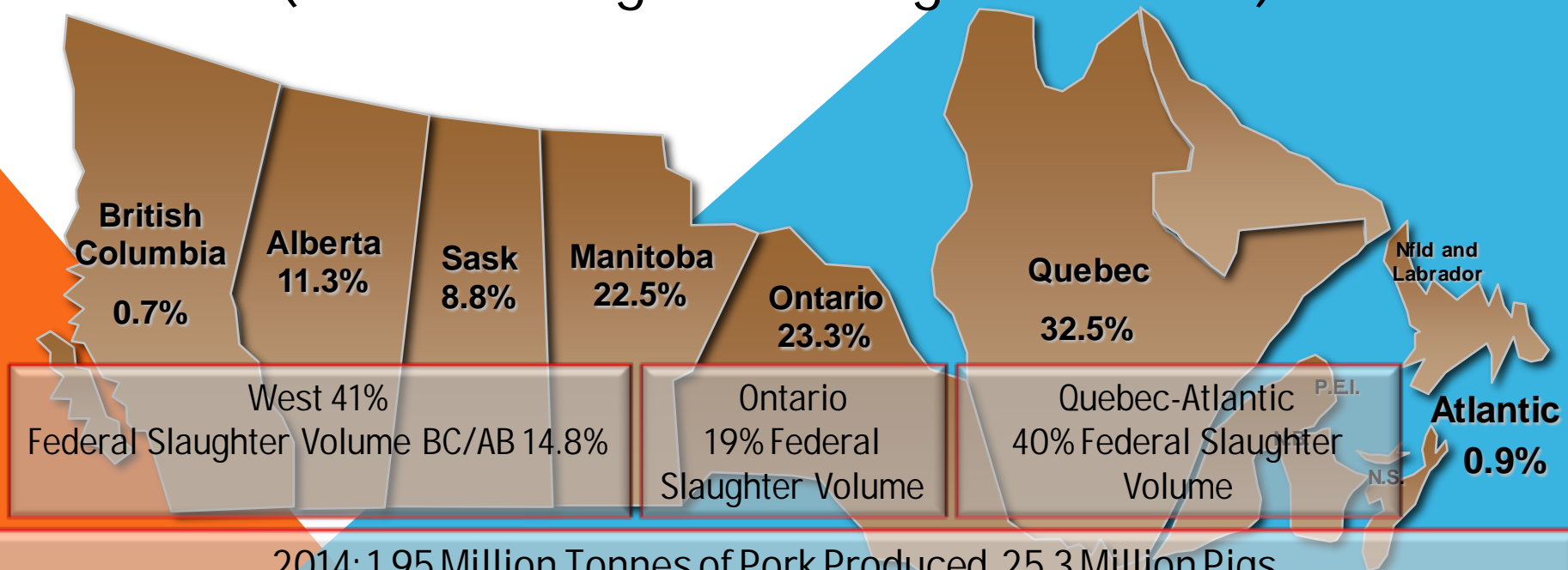
**ALBERTA PORK / SOCIAL LICENSE**  
AAEA AND REESSA JOINT CONFERENCE  
APRIL 30, 2015



Darcy Fitzgerald, Executive Director  
Alberta Pork

# Canadian Pork Production Distribution Of Inventory 2014

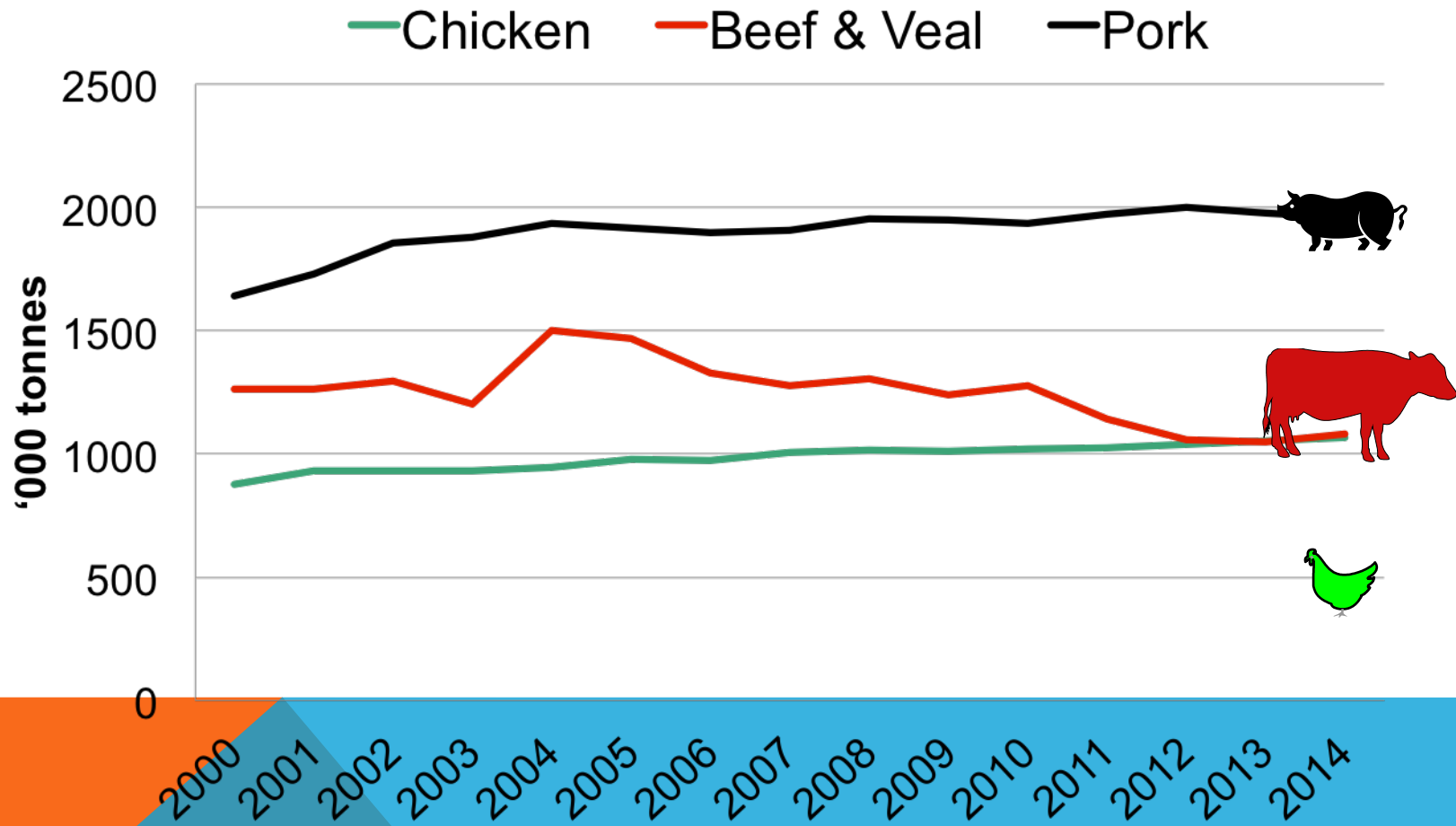
(% of total hogs and slaughter volume)



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

# CANADIAN MEAT PRODUCTION

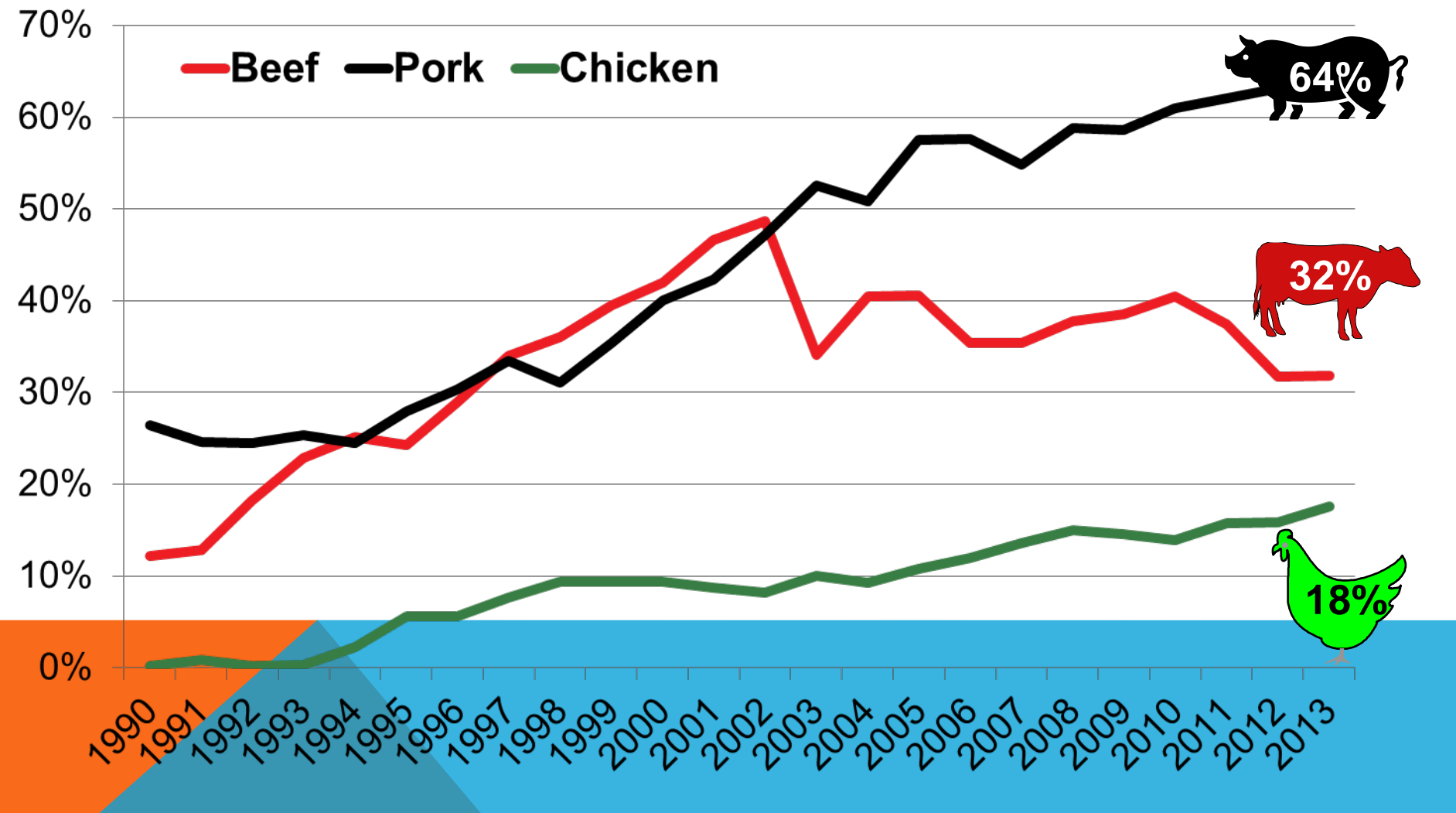
## PORK | BEEF | CHICKEN 2000–2014



Source: Agriculture Canada, Statistics Canada

# CANADIAN EXPORTS AS % OF PRODUCTION

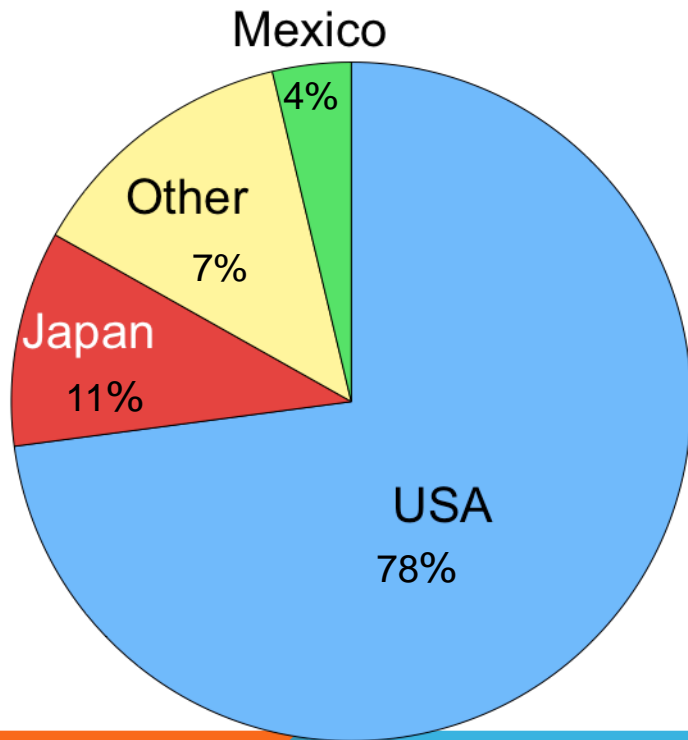
## PORK | BEEF | POULTRY 1990 – 2013



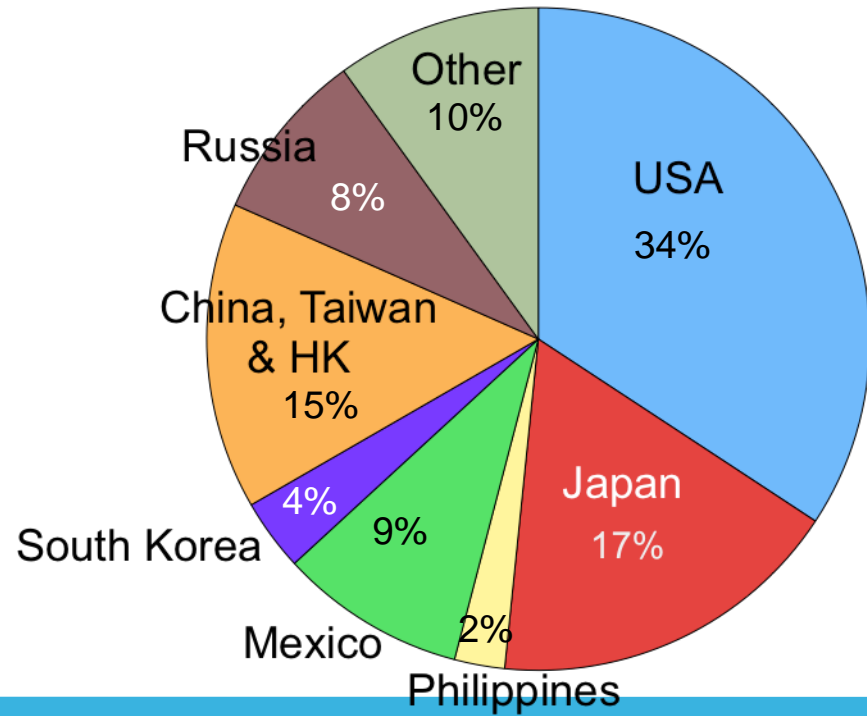
Source: Statistics Canada

# MAJOR PORK EXPORT MARKETS

## VOLUME % 1990 VS. 2014



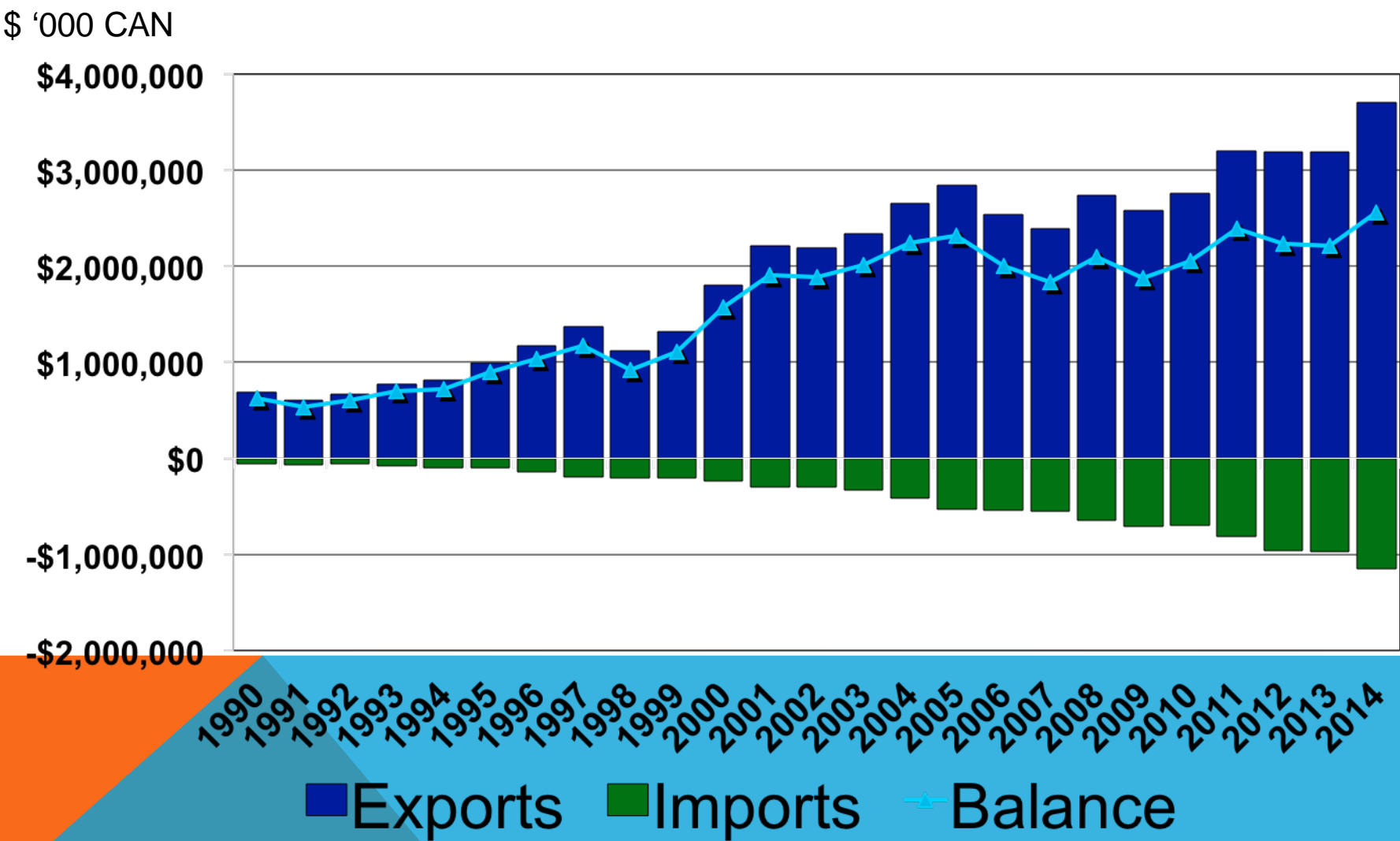
1990 = 256,000 tonne / \$ 686 million



2014 = 1,151,018 tonne / \$ 3.7 billion

Source: Statistics Canada

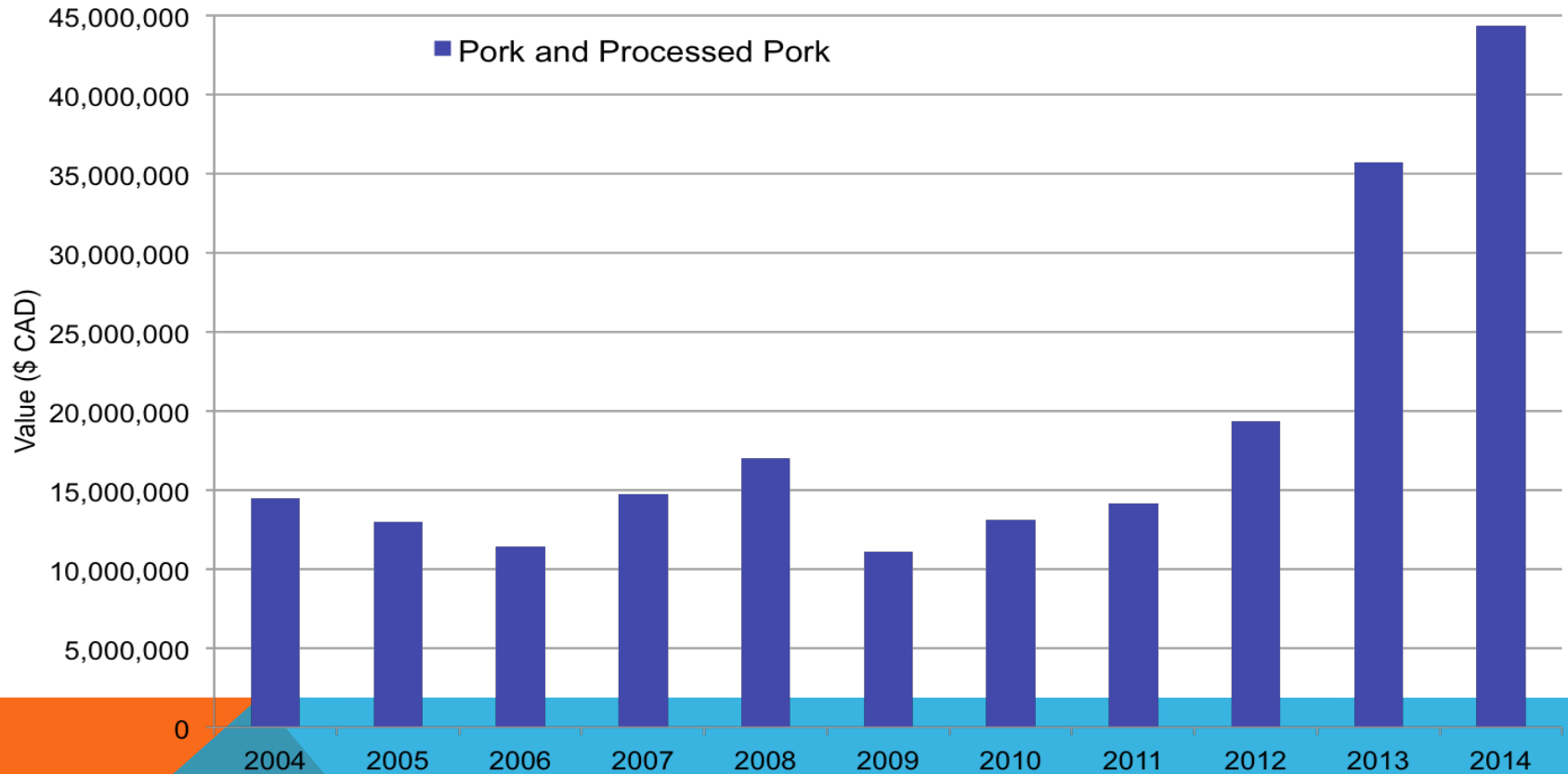
# CANADIAN PORK TRADE BALANCE



Source: Statistics Canada

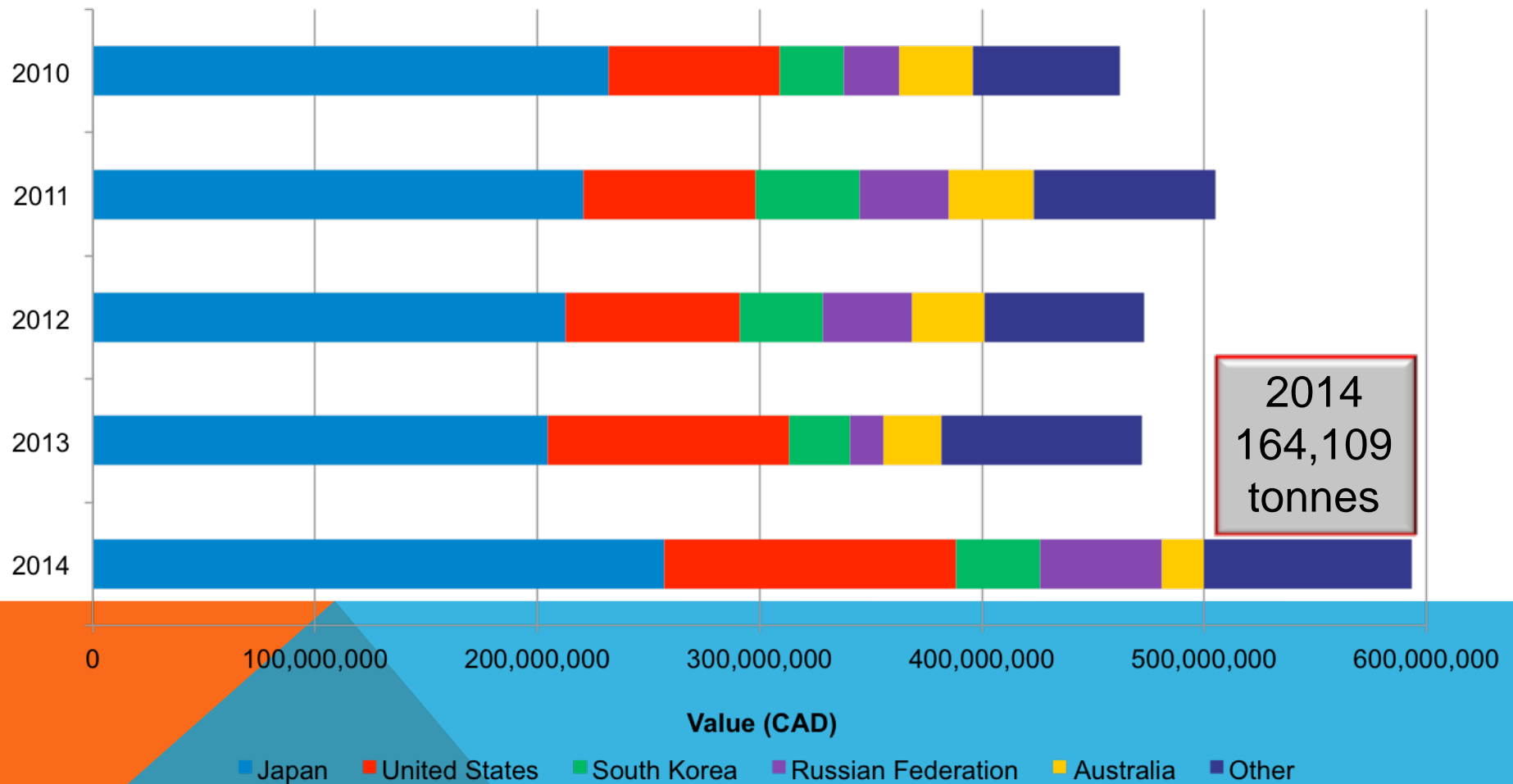
# Alberta Imports (\$) From The USA

## Pork and Processed



Source: Statistics Canada

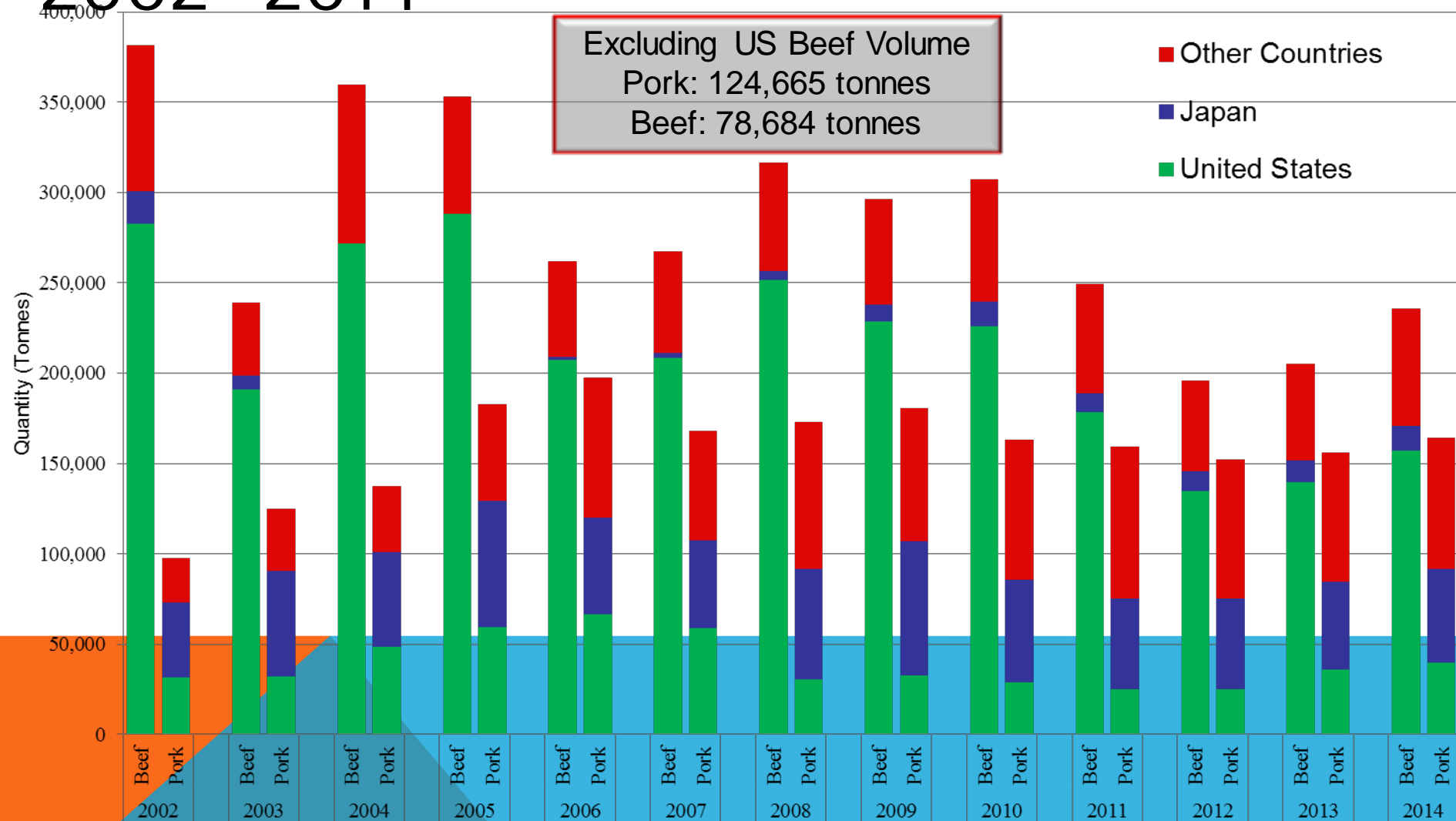
# ALBERTA | BRITISH COLUMBIA PORK EXPORTS (\$CDN)





# AB BEEF EXPORTS VS. AB/BC PORK EXPORTS

## 2002 - 2014



# ALBERTA PORK

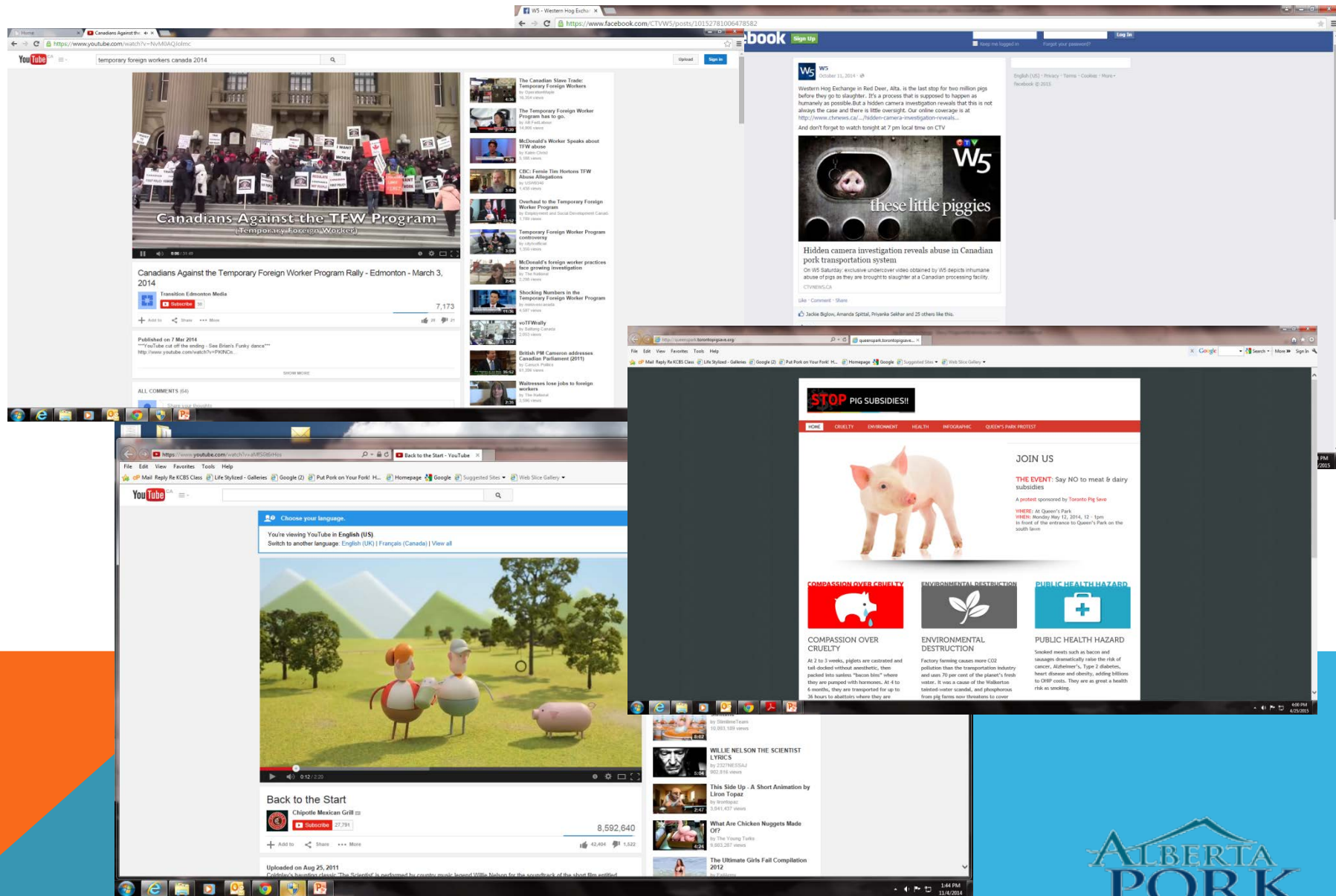
- Association that represents approximately 380 producers
- Alberta produces 11% of Canada's commercial pigs
- Alberta/BC Hog slaughter accounts for 14.8% of Canadian hog volume (3,003,240 head)
- Alberta/BC processors of Alberta pork account for 27% of Canada's export pork business to Japan and 14% of total pork exports
- Alberta pork export volume has been trending up last three year 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



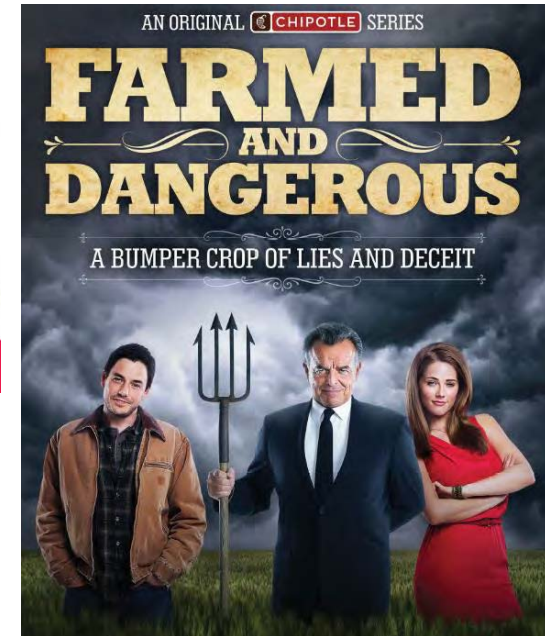
THE HUMANE SOCIETY  
OF THE UNITED STATES

**Torn From Their  
Mothers and  
Mutilated**



ALBERTA  
PORK

Others view the industry differently



The Antibiotics Problem in Meat



Study: Meat, dairy may be as bad for your health as smoking cigarettes



# DOES THE CONSUMER / PUBLIC KNOW US



# DOES THE CONSUMER / PUBLIC KNOW US





# DOES THE CONSUMER / PUBLIC KNOW US



# SOCIAL LICENSE

Public Expectations are on the rise

## Areas of Interest

- Environment
- Food Safety
  - CQA
  - AMR
- Traceability

## Areas of Interest

- Animal care
  - Codes of practice
  - Transportation
  - General Care
- Farm Safety
  - Occupational Health and Safety - fatality reporting
  - Worker Insurance
- Community Partnership
- Taxation and Infrastructure

# **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

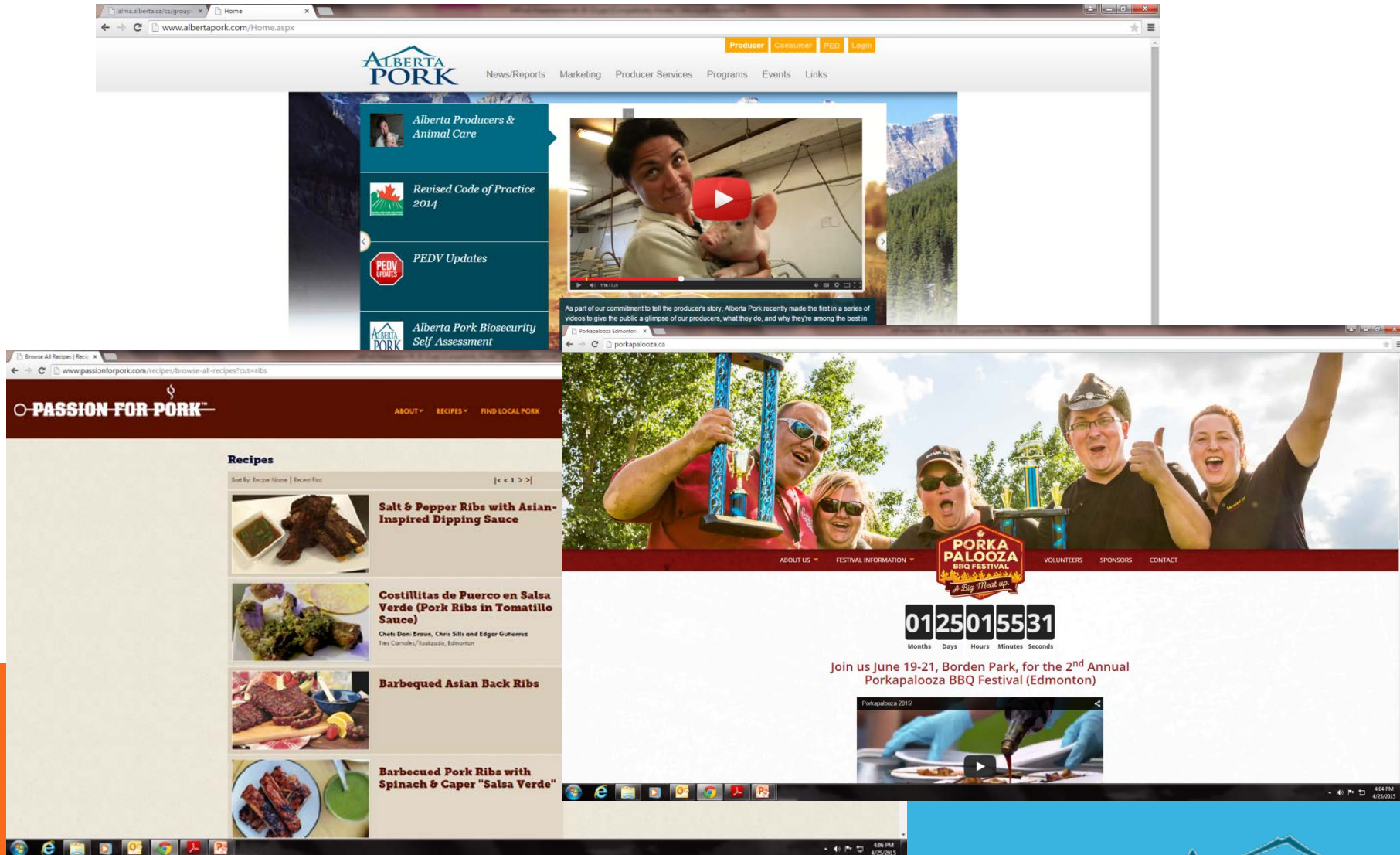
- Reduce regulatory burdens

  - share the drivers seat with Gov't

- Partner with others closer to the consumer plate



# TRANSPARENCY ON OUR WEBSITE / TOWNHALL CALLS



ALBERTA  
PORK

# FOOD SERVICE SECTOR

SWINE & DINE



Have fun with food



How to cook / Use



Pig & Pinot Festival



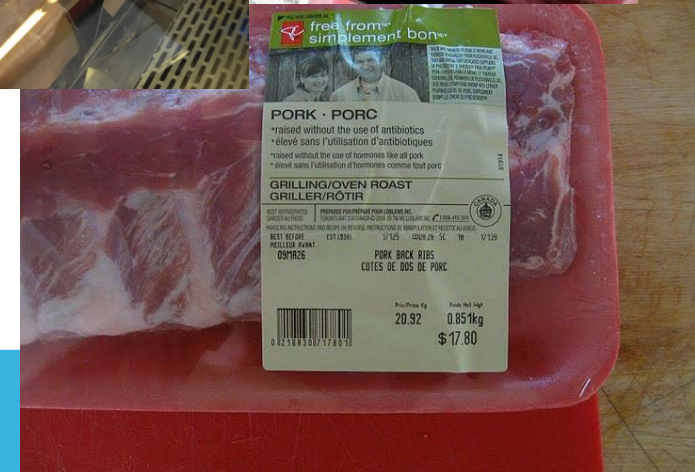


# RETAIL SECTOR

Loose Housed

## VERIFIED CANADIAN PORK FARM TO TABLE QUALITY ASSURANCE

- ✓ CANADIAN QUALITY ASSURANCE (CQA)
- ✓ PIGTRACE CANADA
- ✓ RESPONSIBLE ANIMAL CARE
- ✓ NO ADDED HORMONES
- ✓ MINIMALLY PROCESSED WITH NO ADDED INGREDIENTS
- ✓ PROTEIN POWER



What about non-GMO

Free of Antibiotics / Hormones



The Foodies, Healthies, Greenies, Speedies, **Cheapies**, and Newbies

## Overall trend toward healthier eating

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.*



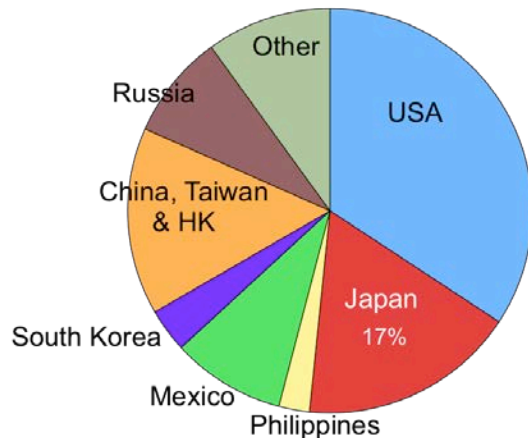


# The Unheard Challenges

Country of Origin Labelling (COOL) US... Russia ... China

Trade Korea... EU.... Japan... Trans-Pacific Partnership...

US \$



Cheap & Cheerful

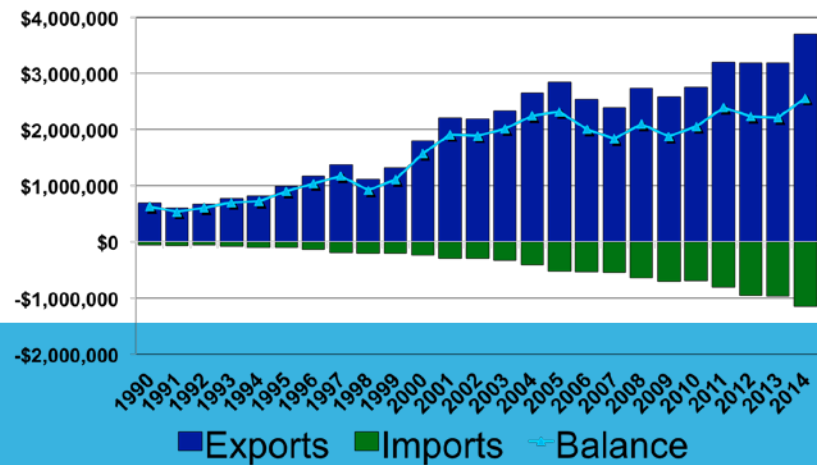
Price / C of P

Capital Access / Risk Management

Product dumping

Labour shortages - TFW

Government Cooperation



“If you don’t have a competitive advantage, don’t compete”

Jack Welch

“One gets paid only for strengths”

Peter Drucker

DO THE RIGHT THING THEN...  
BE SEEN TO BE DOING THE RIGHT THING  
BONNIE CLARK





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The End – Thank You

Darcy Fitzgerald, Executive Director  
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