



CANADIAN MEAT COUNCIL  
CONSEIL DES VIANDES DU CANADA



# Government and Media Relations

**CANADIAN MEAT COUNCIL BOARD OF DIRECTORS  
MARCH 2013**

# CMC Website

**New website designed to facilitate and encourage Canadian Meat Council outreach to, and interaction with, politicians, officials, academia, educators, media and consumers on themes of priority interest to them:**

- Food safety**
- Nutrition and Health**
- Animal Health and Welfare**
- International Trade**

# Food Safety: E. Coli at XL Foods

- **Regular/daily briefings with Agriculture and Agri-Food Canada and the Canadian Food Inspection Agency**
- **Active participation in Public Relations Response Team created by the Beef Value Chain Roundtable**
- **Numerous daily telephone and e-mail exchanges with television, radio and print journalists**
- **Beef industry organizations letter to Official Opposition Leader Thomas Mulcair and Liberal Party Leader Bob Rae**
- **Beef industry organizations meeting with Liberal Party Leader Bob Rae**

# Food Safety: E. Coli at XL Foods

- **Coordination with American Meat Institute communications**
- **Liaison with the Retail Council of Canada re. modifications to meat tenderization and labelling**
- **Post-incident meeting with CFIA re. anticipated regulatory and administrative changes**
- **Collaboration with the Canadian Cattlemen's Association re. the text of a new post-incident consumer-oriented brochure on E. coli**
- **Canadian Meat Council invitation to Agriculture and Agri-Food Committee to visit a meat processing plant**

# Food Safety: Irradiation

- **USDA Food Safety and Inspection Service extended approval to unrefrigerated meat and poultry in addition to previously authorized refrigerated and frozen products**
- **Liaison with Canadian Cattlemen's Association, Consumers' Association of Canada, Nordion, Iotron, University of Manitoba lecturer and CBC commentator Dr. Rick Holley as well as Consultant and ex Manager, International Irradiation Association Consultant Ruth Brinston**
- **Letter from Canadian Meat Council to Minister of Health and Welfare Leona Aglukkak requesting irradiation option for Canadian processors and consumers**

# Food Safety: Horsemeat

- Preliminary discussion with anti horsemeat Private Member's Bill sponsor Member of Parliament Alex Atamanenko
- Analysis of documentation provided by Atamanenko
- Briefing from the Canadian Food Inspection Agency
- Guest editorial in *Canadian Meat Business*
- Meeting scheduled with Atamanenko. M.P.

# Nutrition and Health: Nitrite

- **Discussion paper on “Nitrites in Cured Meat Products”**
- **“Action Plan on Nitrite Education” submitted to the Prepared Meats Committee**
- **Proposal that Canadian Meat Council sponsor a scientific session on “Ingested Nitrite and Nitrate and Cancer Risk: A Comprehensive Review” during the May 30-June 1, 2013 Annual Meeting of the Canadian Nutrition Society**
- **Scientific session on nitrite approved by the Canadian Nutrition Society**

# Animal Health and Welfare: Pork

- **Responsive talking points on CTV W5 report on “factory farming” and alleged pork industry practices at Interlake Weanlings owned by Puratone**
- **Industry Communicators Network meeting re. “Study of Canadian Attitudes Toward Food and Farming”**



# Parliament Hill Day: March 6

- **Leader of the Official Opposition Thomas Mulcair (NDP)**
- **Leader of the Liberal Party Hon. Bob Rae (LPC)**
  
- **International Trade Parliamentary Secretary Gerald Keddy (CPC)**
  
- **Agriculture and Agri-Food Committee Chair Merv Tweed (C)**
- **Agriculture and Agri-Food Critic Malcolm Allen (NDP)**
- **Agriculture and Agri-Food Critic Frank Valeriote (LPC)**

## Parliament Hill Day: March 6

- **International Trade Committee Chair Hon. Rob Merrifield (C)**
- **International Trade Critic Don Davies (NDP)**
- **International Trade Critic Wayne Easter (LPC)**
  
- **Health Critic Dr. Hedy Fry (NDP)**
  
- **Transportation Critic Olivia Chow Executive Assistant (NDP)**
  
- **Senate Foreign Affairs and International Trade Committee Deputy Chair Senator Percy Downe (LPC, PEI)**

# Press Releases

- **Feb 13: Canadian Meat Council Launches New Website as Component of Commitment to Expand Public Outreach (CMC)**
- **Jan 28: Canada's Meat Processing Industry Strongly Welcomes Announcement of Expanded Access for Canadian Beef in the Important Japanese Market (CMC)**
- **Jan 11: Canada's Meat Processing Industry Welcomes Additions to List of Establishments Eligible to Export Beef to China (CMC)**

# Press Releases

- **Nov 29: Statement by the Canadian Meat Council on Document Obtained by CTV News (CMC)**
- **Nov 9: Canada's Meat, Poultry and Egg Grading and Processing Industry Welcomes the 2011-2012 Agriculture and Agri-Food Market Access Report (CMC/CPEPC/FPPAC)**
- **Oct 26: Mechanically Tenderized Beef : Fact Sheet (CMC)**
- **Oct 23: Canada's Meat Processing Industry Welcomes Confirmation that Food Safety Controls are Being Implemented Effectively and Consistently at XL Lakeside in Brooks, Alberta (CMC)**

# Live Radio Interviews

- **CKNW Radio Vancouver, re. horsemeat in EU beef products and species labelling integrity**
- **CKTB Radio, St. Catharines, re. E. coli, industry interventions to prevent and proper cooking**
- **CJBK Radio, London, re. E. coli incident at XL Foods and foodservice/consumer ability to self protect**
- **CFRB Radio, Toronto, re. E. Coli incident at XL Foods and food safety assurance for consumers**
- **CBC Radio, Regina, re. consumer fears about the E. coli safety of beef products still on the meat counter**



# Television Segments

- **Feb 15: CBC News Network, Lang and O'Leary Exchange, re. horsemeat in EU beef products and labelling integrity**
- **Jan 14: CBC News Network, Power and Politics, re. Beyond the Border Canada-U.S. meat inspection pilot project**

# Submissions for Media Features

- ***Canadian Meat Business*** Guest Editorial
- ***Occupational Health and Safety*** Magazine
- ***Food and Drink Digital***
- ***Food in Canada***
- ***Transportation and Logistics*** Magazine
- ***Wikipedia***