

Pork Marketing Canada



2008 Strategic Direction

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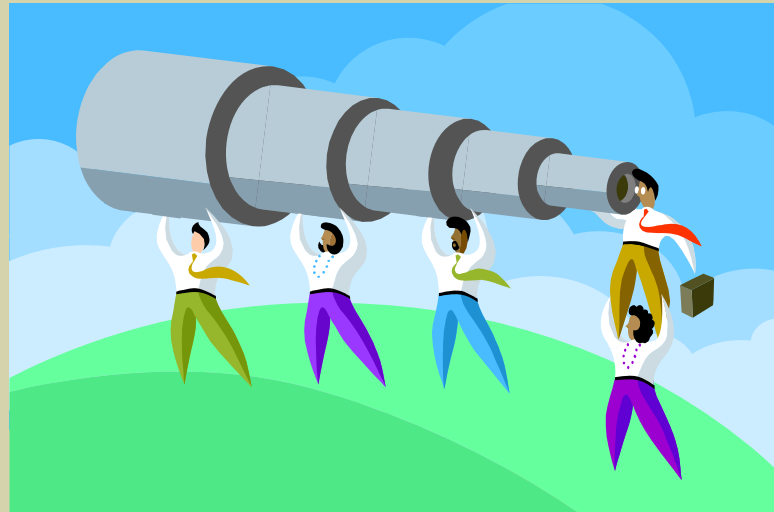
Who Are We?

- **National Pork Marketing Alliance** (BC, Alberta, Manitoba, Ontario and Quebec)
- **Partner primarily with trade – Processors, Retailers, Foodservice Operators and Distributors and Health & Nutrition Professionals**
- **Recognize regional differences**

Goal

**Grow domestic Pork consumption
with
Canadian Pork**

PMC's Overall Strategic Direction



Partnerships Are Key

(With processors, retailers, foodservice operators/foodservice distributors and health professionals)

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Background...

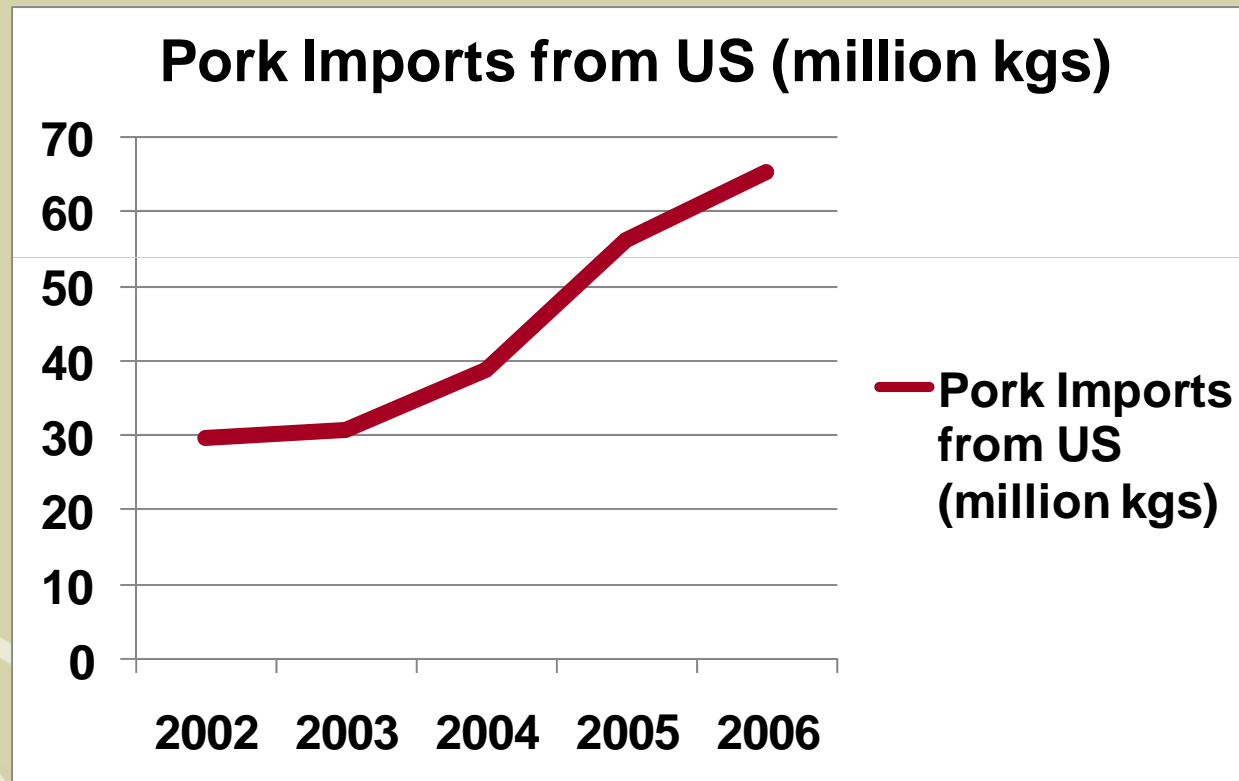
Here are the facts...



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Pork Imports Are Up

Pork Imports Doubled from 2002 to 2006



Statistics Canada, 2007

According to the Daily Livestock Report (Apr/08), our US imports doubled in 2007.

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Consumer Consumption is Down

- **According to Agriculture and Agri-Food Canada, pork consumption dropped 16% from 2002 -2006**
- **Consumers under 25 are not eating pork, according to Ipsos Reid, 2007**
- **Core pork users tend to be older and male**



Pork prices are down

- **2005/2006 boneless pork loin featured at \$2.29/lb**
- **2007 - featured at \$1.50/lb**
- **2008 - featured at \$0.97/lb**
- **Canadian processors are trying to compete with US pricing**



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Crisis!



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Strategy Development

- **Small national industry group met in fall, 2007**
- **Outcome: 2 recommendations**
 - 1. Develop a brand for Canadian Pork (Long term)**
 - 2. Develop a 'Choose Canadian' Campaign (Short term)**

Long Term Crisis Strategy

- **Develop a ‘Canadian Pork Brand’**
 - **We need to work in partnership with the industry to develop this brand**
 - **What is our Point of Difference?**
 - **What matters to consumers?**
 - **What attributes are consumers looking for?**
 - **We need to differentiate ourselves from pork around the world**

Choose Canadian

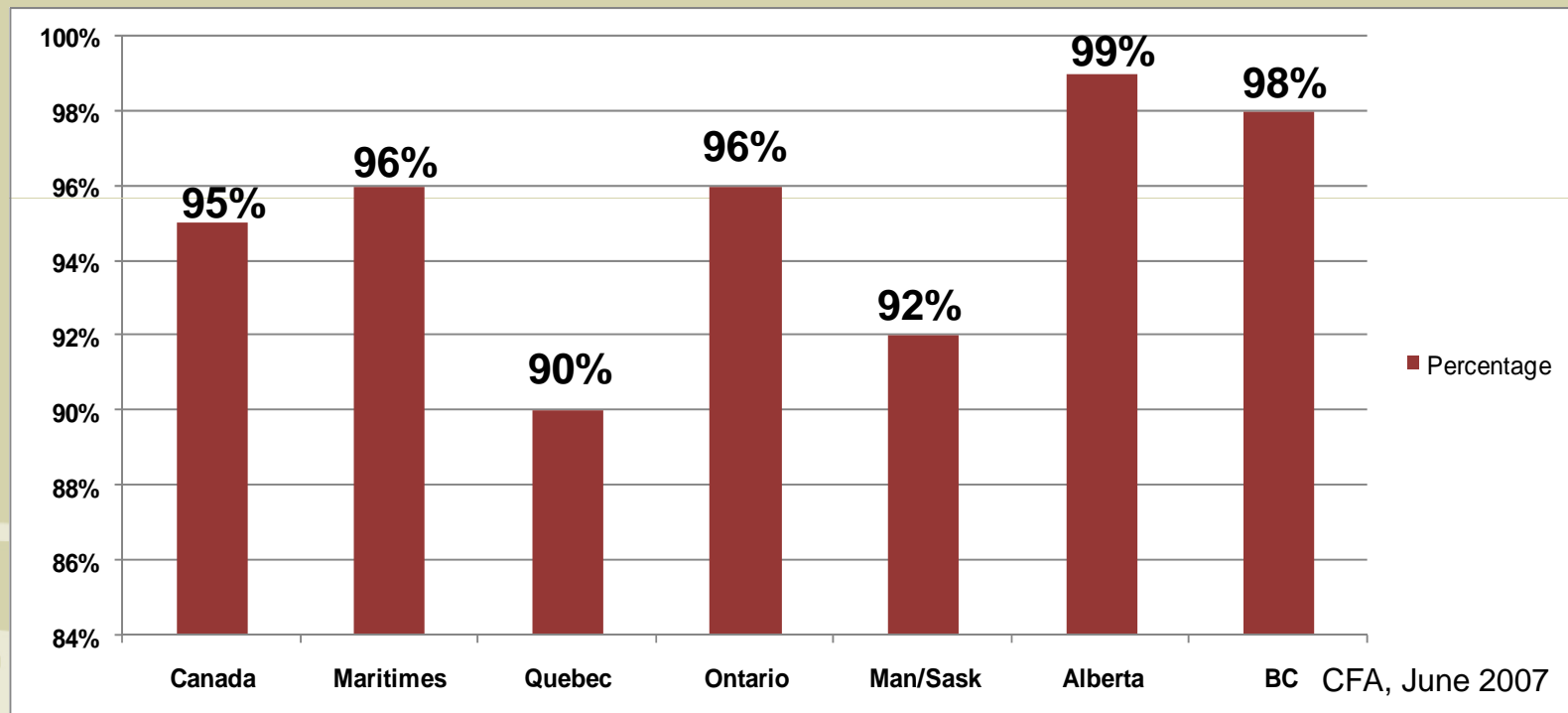
- Industry wide national initiative
- Consumers have difficulty identifying the country of origin
- Label developed
- Press release developed - urging consumers to support Canadian farmers and the economy
- Labels supplied to participating retailers & processors



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Choose Canadian

Respondents who were willing to support Canadian Agriculture by buying domestic products.



Choose Canadian

- **Program includes labels, PR & consumer awareness**
- **Consumer Awareness plan is yet to be finalized**
- **Key message: ‘Choose Canadian over imported pork’**
- **Secondary messages – Canadian pork is safe, healthy and tastes great**
- **Target audience – female, 40-60 yrs, principal shopper, with/without children, cooks pork (4.5 million)**

Participants of 'Choose Canadian'

- **Retailers across Canada**
- **National brands**
- **Some retailers already have a Canadian Pork program in place and will continue with their programs**
- **Available to all processors/retailers/foodservice operators/distributors guaranteeing Canadian pork**

Meeting Customers Needs

- **Customers have told us that they are looking for:**
 - **Organic Pork**
 - **Larger hogs/smaller hogs**
 - **Marbled Pork/marbling grades**

Marbling Grades 2007

- **Initiative resulted from industry requests – foodservice & retail**
- **Development of voluntary pork marbling grades similar to beef marbling grades (A, AA, AAA)**
- **Industry wide advisory & working committees have been developed**
- **Lacombe/Leduc completed consumer preference research**
 - **Consumers preferred 1 & 2 raw and 5 & 6 cooked (NPPC marbling levels)**

Marbling Grades

- **2008 - Research (CDPQ & CCSI) includes:**
 - Identify breed & feed requirements to attain marbling levels identified in consumer preference
 - Raise hogs according to regime identified
- **Our goal – to develop standards that will ensure consistency of marbling**
- **2009**
 - Consumer awareness campaign/brand launches

**Our success is dependent on partnerships.
We look forward to working with all of you to
move the pork industry forward.**



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