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)
Background...

Here are the facts...
Pork Imports Are Up

Pork Imports Doubled from 2002 to 2006


Statistics Canada, 2007
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
Crisis!
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
Choose Canadian

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

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Canada</td>
<td>95%</td>
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<tr>
<td>Maritimes</td>
<td>96%</td>
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<tr>
<td>Quebec</td>
<td>90%</td>
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<tr>
<td>Ontario</td>
<td>96%</td>
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<td>Man/Sask</td>
<td>92%</td>
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<td>Alberta</td>
<td>99%</td>
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<tr>
<td>BC</td>
<td>98%</td>
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CFA, June 2007
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.