

# CANADIAN MEAT COUNCIL ASSOCIATE MEMBERSHIP

CANADIAN MEAT COUNCIL... 100 YEARS  
ADVOCATING FOR CANADA'S MEAT INDUSTRY



CANADIAN MEAT COUNCIL

# ABOUT US

CMC is an internationally recognized voice shaping the future of the meat industry in Canada. Its membership is an association of diverse businesses with a common goal—to ensure the meat industry continues to thrive and grow and remains the best industry to work for in Canada.

Founded a century ago, CMC represents Canada's federally registered meat packers, meat processors and suppliers of goods and services to the meat industry. CMC's regular members include 58 companies representing the majority of meat produced in Canada.

CMC provides evidence-based advocacy on behalf of its members and works to secure and improve upon Canada's global meat competitiveness.

## **THE CANADIAN MEAT COUNCIL IS FOCUSED ON FOUR KEY PRIORITIES**

### **TRADE SUPPORT**

Competitive access for Canadian meat within Canada and to every market of export interest in the world.

### **REGULATORY CONTEXT**

An internationally competitive regulatory framework enabling and encouraging the Canadian meat industry to continue to achieve the highest levels of food safety.

### **PUBLIC ENGAGEMENT**

CMC is recognized as a trusted authority on all meat-related issues.

### **MEMBER SERVICES**

A growing and sustainable member base fueled by value-added activities.

**OUR VISION** CANADA IS TRUSTED AS A WORLD LEADER IN THE PROVISION OF SAFE AND WHOLESOME MEAT.

**OUR MISSION** THE CANADIAN MEAT COUNCIL ADVOCATES FOR THE NEEDS OF ITS MEMBERS TO SECURE AND IMPROVE UPON CANADA'S GLOBAL MEAT COMPETITIVENESS.



# CMC OFFERS A UNIFIED AND SINGULAR INDUSTRY VOICE

CMC REPRESENTS ITS MEMBERS ON ISSUES RELATING TO MARKET ACCESS, TRADE, NATIONAL AND INTERNATIONAL REGULATORY AFFAIRS, LABOUR, ENVIRONMENT AND GOVERNMENT RELATIONS. CMC WORKS BEHIND THE SCENES, ALLOWING YOU TO CONTINUE TO FOCUS ON YOUR BUSINESS WHILE WE FOCUS ON THE ISSUES.

CMC'S GOAL IS TO PROTECT ITS MEMBERS' ABILITY TO REMAIN COMPETITIVE, AND TO GROW AND INNOVATE. ALL WHILE FURTHERING THE GROWTH OF THE RED MEAT SECTOR AND SERVING DOMESTIC, NEW AND EMERGING EXPORT MARKETS.

## REGULATORY SUPPORT AND ADVOCACY

CMC is the direct link between CFIA and the meat processing industry for consultation and regulatory changes. Committee work such as the Technical Advisory Group provides an opportunity to collaborate with other members and develop a unified position on needed changes or upcoming policies that affect the industry.

CMC assists Canada's meat industry with individual challenges with regulators, both at Health Canada and the Canadian Food Inspection Agency (CFIA) – on inspection, regulatory and technical issues.

CMC has strong relationships, influence and impact with senior leaders of Health Canada, CFIA, Agriculture and Agri-Food Canada, Treasury Board Secretariat, and Global Affairs Canada on a wide range of issues.

CMC provides the opportunity for our members to meet with their regional CFIA representatives to resolve local issues and build relationships.

CMC represents member interests at industry roundtables (beef, pork and further processing) as it relates to trade, labour and animal health including prevention and preparedness for foreign diseases (e.g. African Swine Fever).

CMC has expertise in negotiating market access and troubleshooting for members with border issues and other exporting challenges.

CMC promotes free trade and expanding markets for members' products including coordinating positions and negotiations on behalf of the meat industry in support of access and growth of international markets and within the AAFC Market Access Secretariat.

CMC represents Canadian meat industry interests and offers real-time support and expertise on Ministerial trade missions and with Canadian negotiators.

CMC has a strong relationship with the North American Meat Institute (NAMI) and connections with other global meat associations.

CMC works with other industry associations on trade policy discussions and international market access issues.

CMC represents the Canadian meat industry to the media and through social media, giving the industry a singular voice. On key issues, your company doesn't need to speak up—CMC will speak on behalf of the industry.

**“CMC’s goal is to protect its members’ ability to remain competitive, and to grow and innovate. All while furthering the growth of the red meat sector and serving new and rising export markets.”**

# MEMBERSHIP FEES FOR ASSOCIATE MEMBERS

## FEE INFORMATION

Associate membership in CMC is available for companies that supply goods and services to CMC Regular Members such as ingredients, casings, packaging, equipment, trading services, sanitation supplies, consultants and financial institutions.

The associate member annual fee is \$3,675 per company, invoiced quarterly.

## RETAIL/FOODSERVICE MEMBER

Retail and foodservice memberships in CMC are available for companies with a significant interest in the operation of a retail or foodservice business that sells meat products produced at a Regular Member's facility.

The retail/foodservice member annual fee is \$3,675 per company, invoiced quarterly.

Membership fees are quoted in Canadian currency.



“CMC advocates on behalf of its members, working to secure and improve Canada’s global meat competitiveness.”



# ASSOCIATE MEMBERSHIP SERVICES AND BENEFITS

## CMC IS COMMITTED TO PROVIDING EXCEPTIONAL VALUE FOR ASSOCIATE MEMBERS

Associate members benefit from a wide range of services provided by CMC's team of professionals offering significant expertise in advocacy, relationship-building, and problem-solving for some of the industry's largest issues.

As a part of this community, you join federally inspected establishments participating in processing and further processing of all species of red meat and associate members that include retailers, foodservice operators, and service, supplies and equipment providers.

## WITH YOUR ASSOCIATE MEMBERSHIP YOU RECEIVE

- Preferred access to potential customers.
- Inclusion of the CMC preferred supplier list.
- Extensive networking opportunities through multiple CMC events (Annual Conference, Technical Symposium and many more).
- Opportunity to participate on Board-mandated Committees (Pork, Beef & Veal, Regulatory, Public Affairs) and the Technical Advisory Group.
- Sponsorship opportunities at CMC events.
- Monthly bilingual newsletter that provides you with industry news and developments.
- Access to the member-only section of the website (coming soon).
- Opportunity to serve on the Board of Directors with an evolving dynamic directorship.
- Receive member only rates at all CMC events and education events hosted by NAMI.
- Upcoming opportunities featuring webinars hosted by associate members.





**CANADIAN MEAT COUNCIL**

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