



GEORGE MORRIS CENTRE

News Release

Pork Export Benefits for the Canadian Hog Industry

Guelph, ON (November 17, 2006) A recently completed report examines the tremendous growth in Canadian pork exports over the last several years.

The report, *The Benefits for Canada from Pork Exports*, was written by Kevin Grier, Senior Market Analyst at the George Morris Centre. Analysis of market data yields valuable information on the increase in exports, the rapid growth in demand from around the world and, as a result, the significant impact on the overall Canadian economy.

A release yesterday from the Canadian Pork Council, for whom the report was completed, acknowledges the success of the pork export business to this point. They also emphasize the need to focus on future success, considering the stronger Canadian dollar and restructuring plans in the meat processing industry.

The report's findings will be useful in the Council's upcoming strategic planning, the aim of which is to maintain Canada's position as a global leader in the pork industry.

The complete report is available in English and French on the George Morris Centre website: www.georgemorris.org

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The George Morris Centre is a national, not-for-profit think tank specializing in the Canadian Agri-food sector. The Centre provides perspective, critical information, strategic analysis, and planning, as well as education on issues affecting the sector.