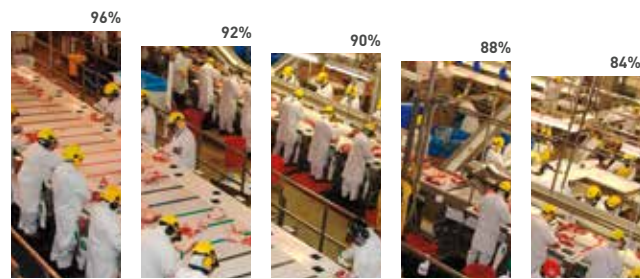


# CANADA PORK SATISFACTION SURVEY INDEX



### PROCESSOR PARTNER SATISFACTION INDEX SUMMARY

TOP THREE PROGRAMS OF INTEREST TO PROCESSORS

1. Activities/resources focused on on-farm safety.
2. Point-of-sale materials to support Canadian pork brands.
3. Activities/resources focused on meat quality.



### NATIONAL PRODUCER & ASSOCIATIONS SATISFACTION INDEX SUMMARY

TOP THREE PROGRAMS OF INTEREST TO NATIONAL PRODUCERS & ASSOCIATIONS

1. Cutting, merchandising and training seminars.
2. Pork product and product knowledge information.
3. Canadian pork branded programs.



### PROVINCIAL PRODUCER & ASSOCIATIONS SATISFACTION INDEX SUMMARY

TOP THREE PROGRAMS OF INTEREST TO PROVINCIAL PRODUCERS & ASSOCIATIONS

1. Pork product and product knowledge information.
2. Cutting, merchandising and training seminars.
3. Activities/resources focused on meat quality. Development of national pork grading system.



### RETAIL PARTNER SATISFACTION INDEX SUMMARY

TOP THREE PROGRAMS OF INTEREST TO RETAILERS

1. Activities/resources focused on traceability in Canada.
2. Activities/resources focused on in-plant food safety systems.
3. Activities/resources focused on on-farm food safety systems.



### FOODSERVICE DISTRIBUTOR SATISFACTION INDEX SUMMARY

TOP THREE PROGRAMS OF INTEREST TO FOODSERVICE DISTRIBUTORS

1. Point-of-sale materials to support Canadian pork brands.
2. Activities/resources focused on meat quality.
3. Benchmarking yield and financial analysis.



# CANADA PORK 2015 ANNUAL REPORT

FOR MORE INFORMATION ABOUT CANADA PORK'S PROGRAMS CONTACT:

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PROUD SUPPLIERS OF VERIFIED CANADIAN PORK™



PARTNERS IN SUCCESS: CANADIAN PORK COUNCIL, BC PORK PRODUCERS, ALBERTA PORK, SASKATCHEWAN PORK DEVELOPMENT BOARD, MANITOBA PORK COUNCIL, ONTARIO PORK PRODUCERS MARKETING BOARD, PORC NB PORK, PORK NOVA SCOTIA, PEI HOG COMMODITY MARKETING BOARD, CANADIAN MEAT COUNCIL, MAPLE LEAF FOODS INC., HYLIFE FOODS LP, CONESTOGA MEAT PACKERS LTD., OLYMEL LP (RED DEER, AB), SUNTERRA MEATS LTD., DONALD'S FINE FOODS, THUNDER CREEK PORK INC.



# CANADA PORK 2015 ANNUAL REPORT

CANADA PORK IS A NATIONAL ALLIANCE OF INNOVATIVE PORK PRODUCERS AND MEAT PROCESSORS COMMITTED TO SUPPORTING END-USER CUSTOMERS AND CONSUMERS IN THE RETAIL AND FOODSERVICE MARKETPLACE IN CANADA. THE CANADA PORK TEAM BRINGS MARKET-TESTED PROGRAMS, SERVICES AND EXPERTISE TO ACHIEVE VALUE CREATION IN THE MEAT CASE AND ON THE MENU. CANADA PORK MARKET DEVELOPMENT SPECIALISTS FOCUS ON INCREASING DEMAND, MARKET SHARE, PROFIT POTENTIAL AND CATEGORY GROWTH FOR PREMIUM QUALITY CANADIAN PORK.

Vision: Canadian pork is recognized as the highest quality and preferred protein choice in the domestic marketplace.

Mission: Canada Pork national marketing programs will improve competitive position, market share and the prosperity of the Canadian pork industry.

THE CANADA PORK TEAM IS A DIVISION OF CANADA PORK INTERNATIONAL (CPI). CPI IS THE NATIONAL MARKET DEVELOPMENT AND PROMOTION AGENCY FOR THE CANADIAN PORK INDUSTRY.



## MESSAGE FROM THE CHAIR, DARCY FITZGERALD

I'm pleased to announce the results of Canada Pork's first annual stakeholder satisfaction survey. After six months in operation, the findings provide a snapshot of where we are now and where we need to focus in the future.

The good news is that the people who know us are positive about the work we are doing, want to develop partnerships with us and see the potential for growth. The findings also identified that there are a number of industry members who don't know us. This highlights the opportunity to build these relationships over the coming year.

The survey asked respondents which of our programs and services are of the most interest. Answers ranged from product knowledge and materials to support the Verified Canadian Pork™ brand to activities that focus on traceability and on-farm safety. This information will help focus our activities.

This is a great start to our domestic pork market development program; there is much work and opportunity ahead in the coming year. Through the dedication and hard work of past chair Edouard Asnong and team members Michael Young and Derrick Ash, along with the National Marketing committee, we will soon turn those opportunities into realities.

## 2014 – 2015 ACHIEVEMENTS

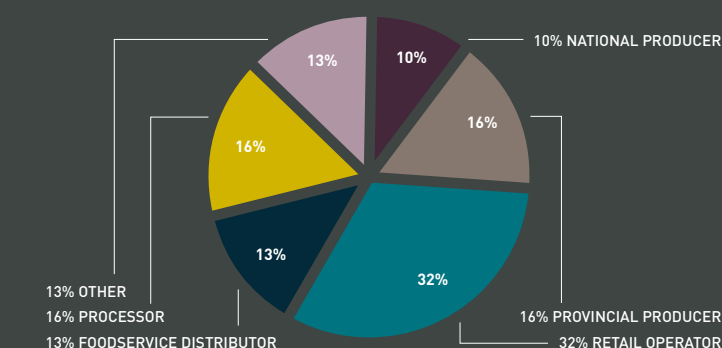
Canada Pork completed six months of operations on March 31 2015, successfully utilizing 97% of the 2014 – 2015 budget.

The management team is pleased with the startup of the organization and the initial launch of Canada Pork programs and services into the marketplace. We are confident that the strategic plan for this fiscal year will continue to deliver results.

### SUMMARY OF ACHIEVEMENTS (SEPTEMBER 2014 – MARCH 2015)

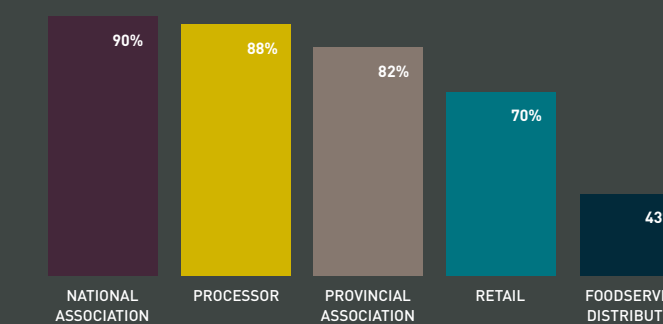
1. Canada Pork corporate branding, collateral materials, trademark registration and graphic standards package completed.
2. Retail and foodservice program launched to priority markets.
3. Verified Canadian Pork™ (VCP) brand development and trademark registration completed.
4. Developed VCP licensing agreement and graphic standards package.
5. Seven VCP licensing agreements have been executed.
6. Development, production and distribution of VCP retail program materials to target markets.
7. Development and production of VCP point of sale materials and consumer information cards.
8. Farm to Table Quality Assurance strategy development presented to stakeholders and trade.

## CANADA PORK STAKEHOLDER SATISFACTION SURVEY OVERVIEW



### RESPONSE BY SEGMENT

62 stakeholders across 8 industry segments were sent the online survey. 31 stakeholders in 6 categories responded, netting a 50% response rate.



### APPROVAL RATING BY INDUSTRY SEGMENT

Combining five strategic categories provides an aggregate score by industry segment: Awareness of Canada Pork | Evaluation of technical expertise and knowledge Evaluation of programs and services | Evaluation of presentations and communication Evaluation of promotional materials and resources