

- Reduced Greenhouse Gas Emissions
- Water/air quality and energy reduction
- Food waste reduction and waste management
- Packaging materials and % of recyclable plastic
- Human and animal health and welfare

**Will metrics on sustainability be required in the future ?**

**In 2025, CMC will bring the Protein Pact to Canada.**

- The Protein Pact is a sustainability framework developed by the North American Meat Institute to assess meat processing companies on various measurable sustainability metrics
- Our industry will demonstrate to customers, consumers, government and trade partners about our sustainability performance.

# Climate Change and Sustainable Initiatives in the Meat Industry







# EU's Deforestation-free Products Regulation

- ❖ **Aims to:**
  - Minimize EU's contribution to deforestation and forest degradation worldwide
  - Reduce contribution to greenhouse gas emissions and global biodiversity loss
  - Applies to cattle, cocoa, coffee, palm oil, rubber, soya, wood and their derivatives
- ❖ "Deforestation-free": relevant products contain, **have been fed with**, or have been made using, relevant commodities that were produced on land that has not been subject to deforestation after December 31, 2020
- ❖ Applicable on December 30, 2024, but proposed delay is now December 30, 2025







- Retailers and food service positions on animal welfare creating new requirements for the pork industry
- Proposition 12 in California and maybe other states to join
- UK-Canada negotiations requesting for equal animal welfare conditions
- Japan continues with high curiosity about animal welfare practices in Canada

# Animal welfare

# ANTIMICROBIAL USE AND ANTIMICROBIAL RESISTANCE



Antimicrobial resistance still a 'threat to public health'

San Fortune      POST A COMMENT



EU TNG05: Antimicrobial resistance. Antibiotic resistance

eria from humans and animals continue to show resistance to antimicrobials, according new report published by the European Food Safety Authority (EFSA) and the European re for Disease Prevention and Control (ECDC).



# Antimicrobial Use and Antimicrobial resistance

- In September 2024, the Government of Canada and other around the world signed a non-binding declaration on antimicrobial resistance.
- The government of Canada has committed to a significant increase in AMR related activities, essentially a 30% increase above current.
- The Canadian pork sector position is well-established with a responsible AMU, but an updated action plan (led by CPC) will be pursued.
- CMC and Canada pork to advocate and communicate to trade partners our plans to avoid future trade issues.





## **EU's Veterinary Medicinal Products Regulations with respect to AMU and AMR.**

- Published Regulation 2019/6 to establish and harmonize a regulatory framework for the authorization and use of antimicrobials while concurrently combating AMR.
- Entry into force of this regulation is September 3, 2026.





## **EU's Veterinary Medicinal Products Regulations with respect to AMU and AMR**

**Specific articles place restrictions on the use of antimicrobials within the EU reserved for:**

- **Human use**
- After reviewing the EU list of antimicrobials reserved for human use only, it was determined that none of the antimicrobials listed are licensed for veterinary use in Canada.



# EU's Veterinary Medicinal Products Regulations with respect to AMU and AMR



## Antimicrobials with growth promotion labels.

- Canada removed all growth promotion label claims of Category II and Category III in 2018, but not in Category IV antimicrobials.
- Category IV antimicrobials include ionophores regulated as coccidiostat (anti-parasite) feed additives in the EU, in Canada they are categorized as “veterinary drugs” (not coccidiostats).
- They are only labelled for growth promotion and feed efficiency.
- CPC is working with stakeholders and CFIA to determine use patterns, use indications and potential label claim updates if necessary.



High in / Élevé en

Sat fat / Gras sat.

Sugars / Sucres

Sodium

Health Canada / Santé Canada



- **US - Voluntary Country of Origin Labeling (VCOOL)**
  - ✓ Product of USA definition to mean that the animals are born, raised, slaughtered, and processed in the U.S
  - ✓ Takes effect on January 1, 2026.

Examples of Front of Package Prototypes FDA Tested

<b>Nutrition Info</b>	Per serving
Saturated Fat	<b>High</b>
Sodium	<b>High</b>
Added Sugars	<b>Med</b>
FDA.gov	

<b>High In</b>	<b>% Daily Value</b>
Saturated Fat	<b>25%</b>
Sodium	<b>25%</b>
Added Sugars	<b>25%</b>
FDA.gov	

<b>Nutrition Info</b>	Per serving
Saturated Fat	<b>High</b>
Sodium	<b>High</b>
Added Sugars	<b>Med</b>
FDA.gov	

PER SERVING		
<b>0.5g</b> SAT FAT	<b>340mg</b> SODIUM	<b>8g</b> ADDED SUGARS
4% DV	15% DV	15% DV
FDA.gov		

- **Front-of-Package Nutrition Labeling**
  - ✓ In Canada, the food industry has been given until January 1, 2026, to make this change.
  - ✓ U.S. in process and in current FDA agendas for 2025

**LABELLING**

- **Trade partners modernizing trade platforms**
  - ✓ EU implemented TRACES, China CIFER and now new platform to submit export certificates, etc.
- **Electronic export certification industry a secure and standardized**
  - ✓ Process with access to immediate and consistent export requirements, and improved timelines for certificate issuance
  - ✓ Fully implemented by fall 2025
- **Artificial Intelligence to inspect pallets to help the work of CFIA inspectors looking for efficiencies**



**Advancing digital tools  
and technology**





Meat consumption



# Meat consumption

**M** IARC MONOGRAPHS

Agencia Internacional de la investigación del Cáncer/  
International Agency for Research on Cancer (IARC)  
**Oct 2015 y April 2018**

IARC has said that the consumption of red meat is "probably carcinogenic to humans" and that processed meat (sausages) is "carcinogenic to humans."



**RED MEAT AND PROCESSED MEAT**

**Canada's millennials are going vegan or vegetarian at 'mind-blowing' rates**

Younger Canadians are far more likely to be vegetarians or vegans than older generations, according to a survey that a researcher says is among the first of its kind. The poll, conducted for Dalhousie University professor Dr. Sylvain Charlebois, reported that **7.1 per cent of Canadians consider themselves vegetarians, and 2.3 per cent consider themselves vegans** — levels he says were not previously known.

International Agency for Research on Cancer  
World Health Organization

**MEAT IS THE NEW TOBACCO**

Reduce Your Risk of 23 Types of Cancer and Other Chronic Disease by Ditching These Two Things...

MEAT	TOBACCO
Bladder Cancer	Acute Myeloid Leukemia
Breast Cancer	Bladder Cancer
Colorectal Cancer	Cancer of the Cervix
Esophageal Cancer	Esophageal Cancer
Gastrointestinal Cancer	Kidney Cancer
Kidney Cancer	Cancer of the Larynx (Voice Box)
Leukemia	Lung Cancer
Lung Cancer	Cancer of the Oral Cavity (Mouth)
Non-Hodgkin's Lymphoma	Pancreatic Cancer
Pancreatic Cancer	Cancer of the Pharynx (Throat)
Prostate Cancer	Stomach Cancer

Chronic Obstructive Pulmonary Disease ✓  
Coronary Artery Disease ✓  
Decreased Bone Health ✓  
Infertility ✓  
Stroke ✓

PhysiciansCommittee for Responsible Medicine PCRM.ORG

Health Canada  
**Canada's Food Guide Consultation PHASE 2**  
WHAT WE HEARD REPORT

Canada



# FAO Report – Key Messages

- Provide high-quality proteins, important fatty acids and various vitamins and minerals including iron, zinc, selenium, Vitamin B12, choline and calcium, among others
- Within appropriate dietary patterns, can make vital contributions to meeting nutrition targets
- <https://www.fao.org/3/cc0946en/cc0946en.pdf>

✓ Update national food-based dietary guidelines so that they adequately consider animal source food and specific nutrient requirements during the life course of people



Food and Agriculture  
Organization of the  
United Nations

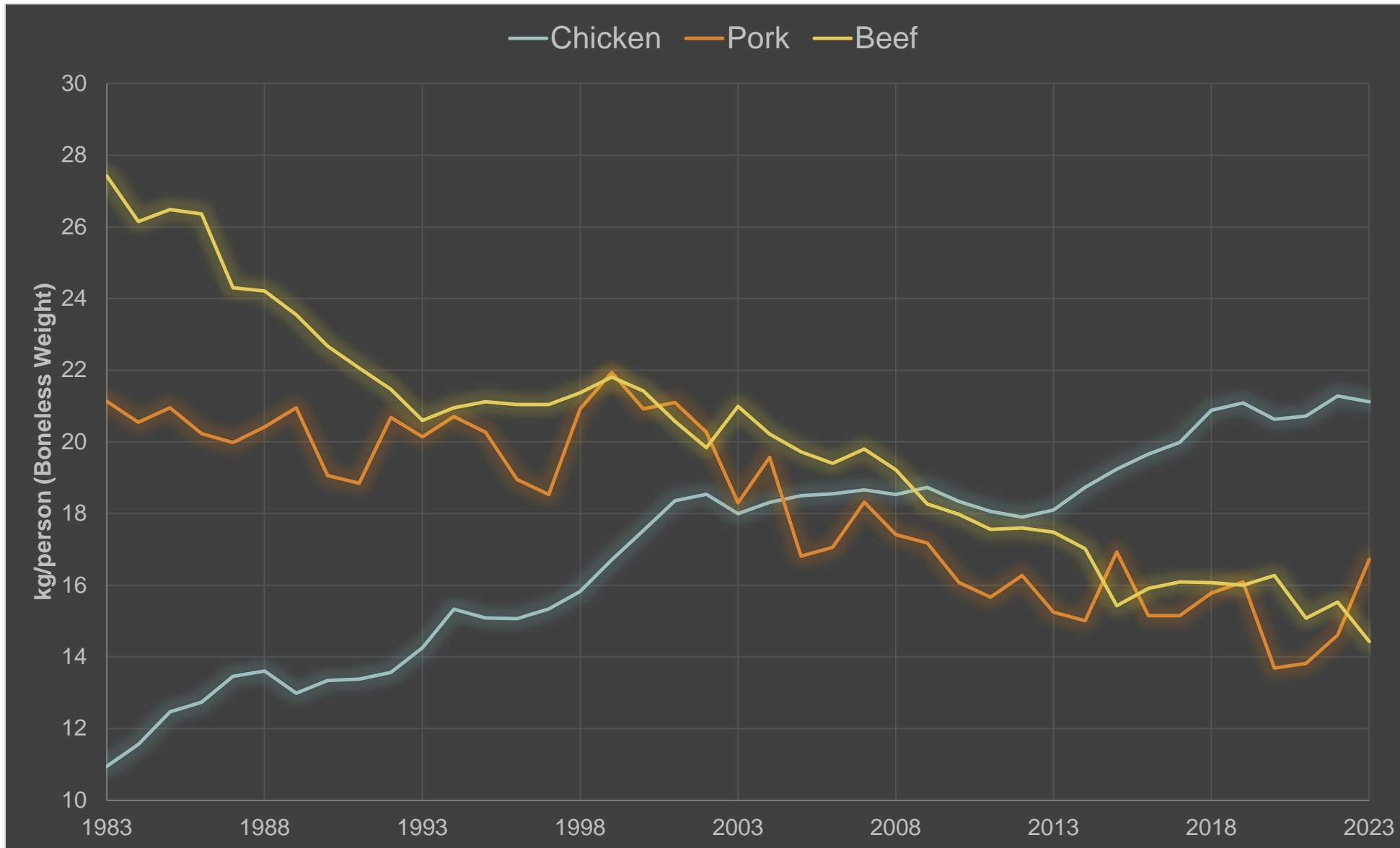
## Contribution of terrestrial animal source food to healthy diets for improved nutrition and health outcomes

An evidence and policy overview on the state of knowledge and gaps




It is recommended to read “*the role of meat in the human diet: evolutionary aspects and nutritional value*” (<https://academic.oup.com/af/article/13/2/11/7123475>) and “*Non-communicable disease risk associated with red and processed meat consumption—magnitude, certainty, and contextuality of risk?*” <https://academic.oup.com/af/article/13/2/19/7123476>

# MEAT DISAPPEARANCE/CONSUMPTION IN CANADA 1980 - 2023

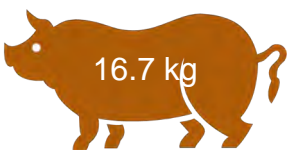


**40 Yrs**




21.1 kg

**+93%**




16.7 kg

**-21%**



14.4 kg

**-47%**





# Health Canada's Safe cooking temperatures



## Cooking temperatures chart

### Category

#### Beef, veal and lamb



Ground meat, for example, burgers, meatballs, sausages

°C 71 °F 160

Pieces and whole cuts, for example, steaks and roasts

medium-rare 63 145  
medium 71 160  
well done 77 170

Mechanically tenderized beef and veal

Be sure to turn mechanically tenderized steak over at least twice during cooking.

63 145

#### Pork including ham, loin and ribs



Ground pork, for example, burgers, meatballs, sausages

71 160

Pieces and whole cuts, for example, bone-in chops, boneless loin chops, rib roast, loin roast

71 160

**INCREASE PORK  
CONSUMPTION  
IN CANADA**





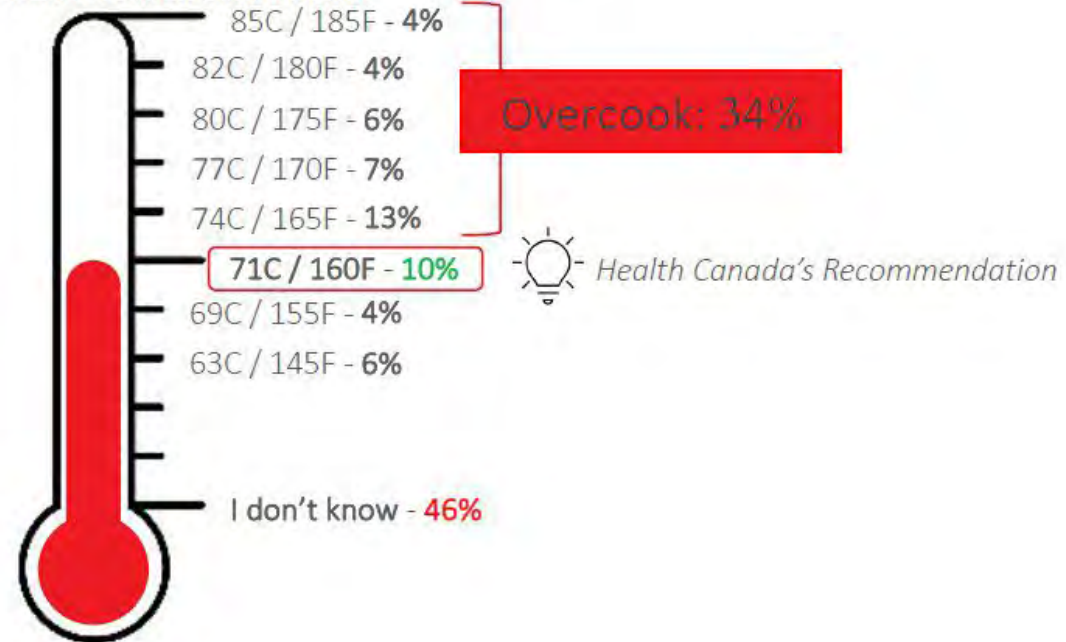
# Question to Canadian consumer:

## What temperature does Health Canada recommend for cooking pork?

Only one-in-ten correctly identified the Health Canada recommended endpoint temperature for cooking pork.



WHAT TEMPERATURE DOES HEALTH CANADA RECOMMEND AS AN ENDPOINT FOR COOKING PORK?



Respondents who indicated that they use a meat thermometer when cooking pork were twice as likely to correctly identify the Health Canada recommended endpoint temperature (16% vs 8% among those who do not).

Q24 To the best of your knowledge, what temperature does Health Canada recommend as an endpoint for cooking pork to ensure it is cooked for well enough for consumption?

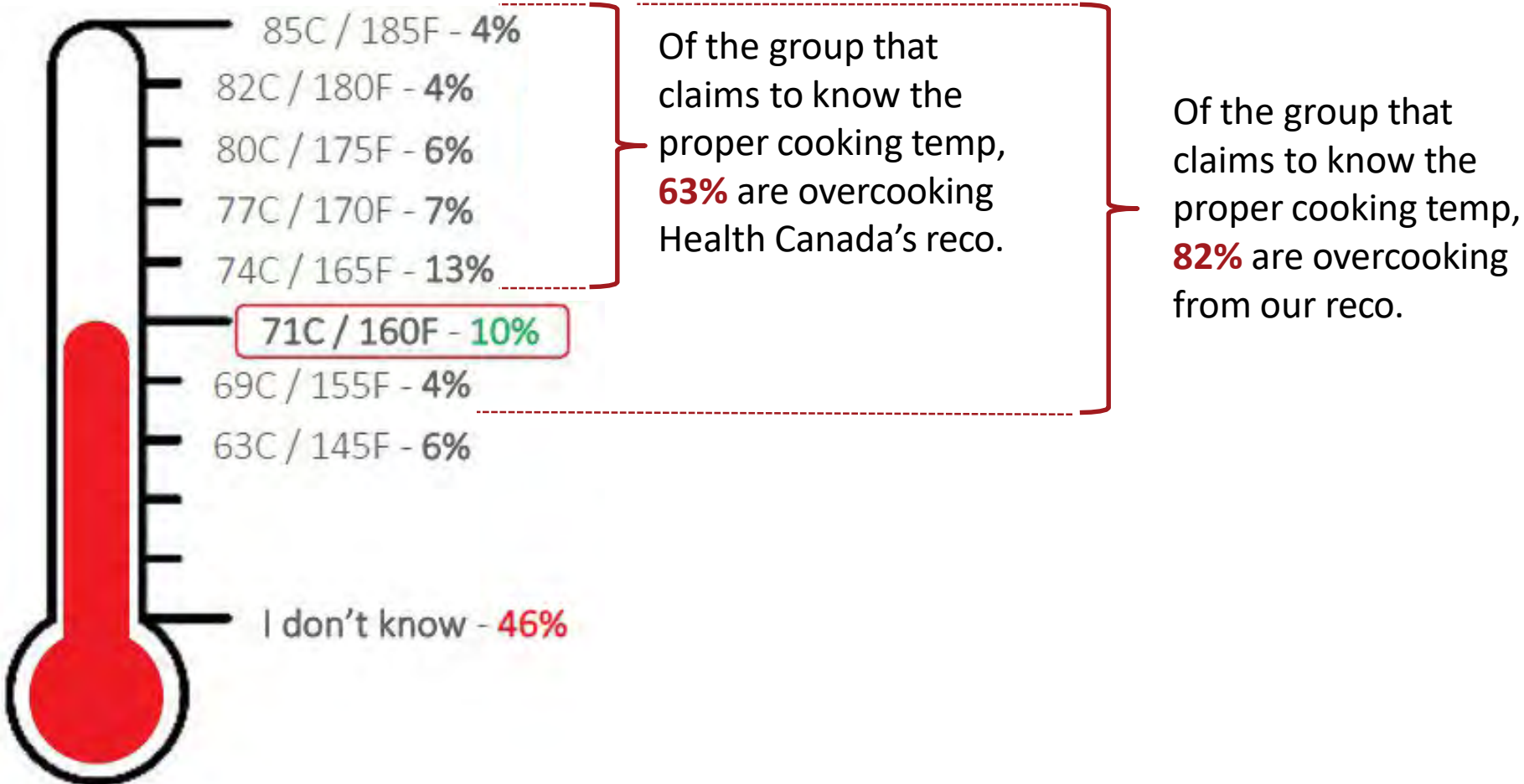
Base: All (n=2502).





# What temperature does Health Canada recommend for cooking pork?

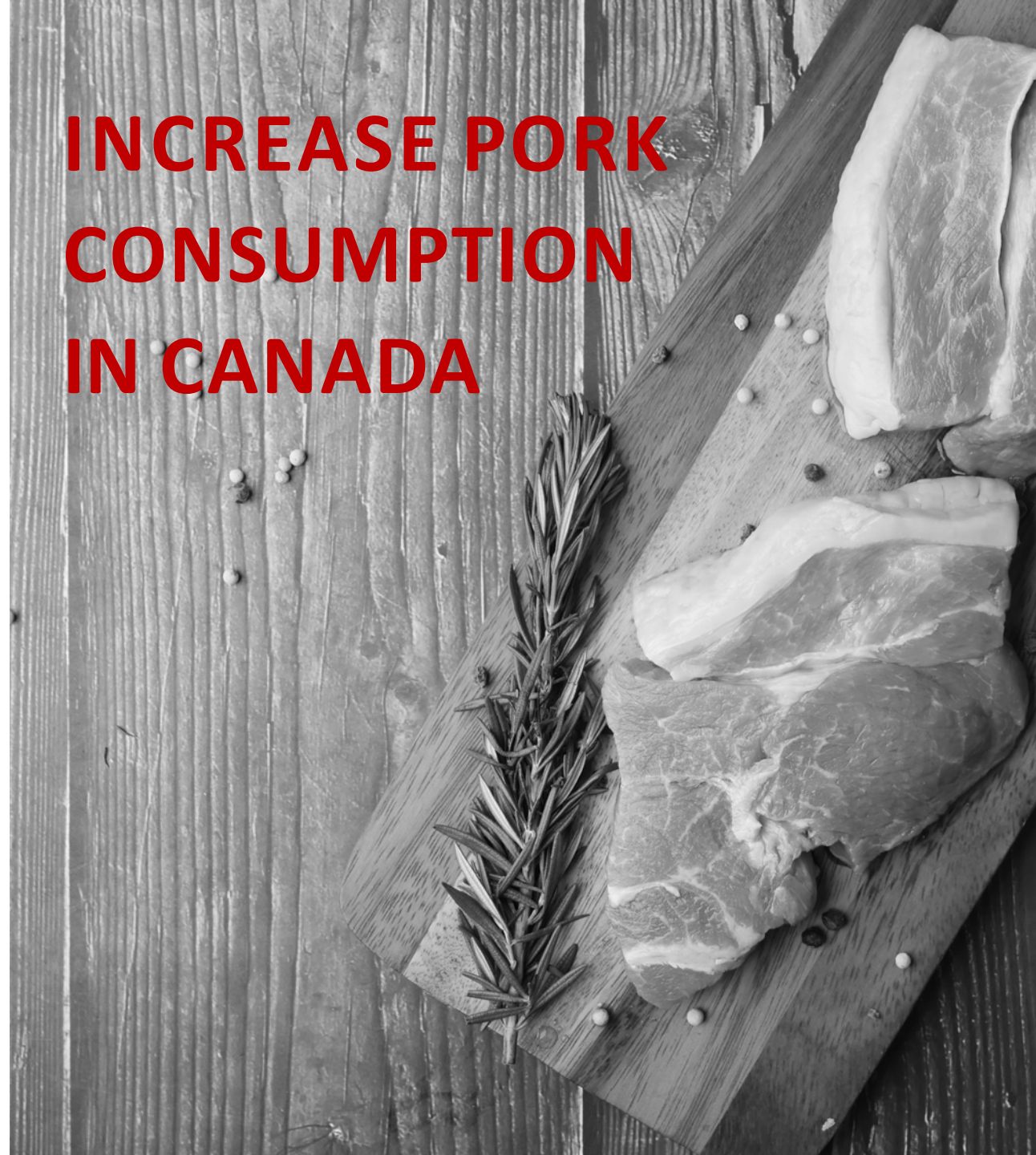
## Question to Canadian consumer:





- ✓ Canada Pork, CPC and CMC will pursue with a cooking temperature research project to have conclusive arguments to ask Government to recommend lower cooking temperature for pork
  
- ✓ Then a work plan with some initial ideas will consider:
  - Cooking guide
  - Consumer campaign
  - Ensure correct temperature is highlighted in all recipes
  - Trade education

# INCREASE PORK CONSUMPTION IN CANADA







**THANK YOU**

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