



# NEWS RELEASE

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## “The Voice of Manitoba Farmers”

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### **For immediate release**

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## Support the Pork Industry—Eat Pork Today!

**Winnipeg** – Keystone Agricultural Producers offers its full support to the pork industry during this time of economic crisis. Many factors have led to the current situation facing producers including the ban on the hog industry, the introduction of country-of-origin labeling (COOL) in the U.S., the global economic situation, and most recently misconceptions related to H1N1 influenza A.

“As president of this organization and a fellow farmer, I give my full support to the pork industry and the Manitoba Pork Council,” said Ian Wishart, KAP President. “There is nothing worse than seeing your livelihood slip through your fingers with no options available to you.”

KAP is now urging the public to support pork producers by buying Canadian products and increasing their pork consumption.

“We are calling upon consumers today to put their support behind the pork industry and stand up for our producers by consuming pork products,” said Wishart. “Let’s show the producers of Manitoba and Canada that we care and that we support them.”

Each year \$2 billion is injected into the Manitoba economy through the pork industry. Manitoba’s industry provides 13,000 direct and indirect jobs, and Manitoba is the largest pig-producing and exporting province, followed by Quebec and Ontario. Pig production is valued at more than \$800 million. (Manitoba Pork Council [www.manitobapork.com](http://www.manitobapork.com))

- 30 -

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Keystone Agricultural Producers is Manitoba’s largest general farm policy organization, representing over 7,000 farm families and 22 commodity groups throughout the province. Our strength is our democratic structure, and our mission is to represent and promote the interests of the province’s farm families.