



Swine Innovation Porc



Canadian Pork Council
Conseil canadien du porc

PRESS RELEASE

Swine Research Cluster receives \$13 million for industry research priorities

Quebec, May 29, 2014 - The Canadian pork industry welcomed today's news of \$13 million in funding for the Swine Innovation Porc (SIP) Science Cluster under Growing Forward 2. The investment will support strategic research to enhance competitiveness, drive innovation, and promote the long-term growth and sustainability of the Canadian swine industry.

"Swine Innovation Porc has become an organization with a deep understanding of science innovation that is relevant to its partners' needs," stated SIP's Chair, Stewart Cressman. "The federal government's contribution together with contributions from industry and direct investments from provincial pork industry groups to this cluster bring the total investment to \$17 million."

"Thanks to Minister Ritz's leadership, this investment in the Swine Research Cluster will allow our industry to engage the best Canadian scientists on critical production and product issues," stated CPC's Chair, Jean-Guy Vincent. "Our focus is on research that is aimed at reducing cost and creating more 'game changers' through greater and quicker innovation breakthroughs that will further strengthen our industry."

Fifteen research projects have been identified to achieve objectives related to:

- Reducing production and feed costs
- Increasing product attributes and prices
- Accelerating knowledge transfer and
- Enhancing adaptability & sustainability

SIP is committed to provide national leadership in coordinating and facilitating research, knowledge transfer and commercialization initiatives to enhance the competitiveness of the Canadian swine industry.

The CPC serves as the national voice for hog producers in Canada. A federation of nine provincial pork industry associations, our organization's purpose is to play a leadership role in achieving and maintaining a dynamic and prosperous Canadian pork sector.

For more information, please visit www.swineinnovationporc.ca.

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