



Press Release
For immediate release

Levy Order Published in the Canada Gazette

October 28, 2021 – OTTAWA (Ontario) – The Pork Promotion – Research Agency (PPRA) moved closer to realizing its objectives when the Canadian Pork Promotion – Research Levies Order was published in the Canada Gazette on October 27, 2021. The Levies Order grants the Agency the authority to collect a levy on imported hogs or pork products.

“By facilitating increased collaboration and enabling additional research, market development and promotion, the PPRA is becoming an important vehicle to support further development of the pork market. We look forward to contributing to sustainable, long-term growth of the sector.” stated Scott Dingwall, Chair of the PPRA

The Agency’s relationship with all its stakeholders is crucial to its success. To further expand the understanding of the PPRA’s objectives the Agency will be hosting information sessions for the import community. Please register at <https://www.ppra-cprp.com/> for details regarding the November sessions.

In the upcoming months, in addition to stakeholder outreach and developing a strategic plan, the Agency will begin reviewing promotion and research project proposals for initiatives that will benefit the entire industry.

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