



## Media Statement

June 30, 2022

### **Canadian meat industry pleased to see exemption for ground meats in Health Canada's final Front-of-Package labelling regulations**

Ottawa, ON - Today, the Honourable Jean-Yves Duclos, Minister of Health announced the finalized Front-of-Package labelling regulations, part of the Government of Canada's Healthy Eating Strategy. In the finalized regulations, ground beef and pork are exempt from the requirement of having a front-of-package warning label.

We are pleased that the Government of Canada listened to our sector's concerns and reversed the policy proposal on ground beef and pork--nutrient-dense, affordable proteins. Thank you to all beef and pork producers and consumers across the country for raising the issue with elected representatives.

Almost 50 per cent of beef consumed in Canada is ground beef and more than 90 per cent of Canadians consume ground beef on a weekly basis. Ground beef is one of the most popular and trusted sources of protein and an incredibly important source of revenue for the beef industry. The finalized regulations demonstrate a recognition of what consumers, farmers and ranchers know well, beef and pork are wholesome sources of high-quality protein that are important staples in Canadians' diet.

We thank the Government of Canada, including the Prime Minister, Minister Duclos and Minister Bibeau for recognizing the nutrient value of ground beef and pork, and for listening to our concerns. To the many leaders who advocated on our behalf both publicly and with colleagues, thank you for your tireless efforts—notably John Barlow, Conservative Agriculture Critic; Yves Perron, Bloc Quebecois Agriculture Critic; Francis Drouin, Parliamentary Secretary to Agriculture and Agri-Food; Kody Blois, MP and AGRI Chair; and Senators Rob Black, Don Plett, and Paula Simons.

#### Quotes:

“Canadian families rely on ground beef as a nutritious and affordable food staple and an important contributor to food security. We are pleased with Health Canada's decision to omit ground beef from requiring a misleading warning label.”

Reg Schellenberg, President of the Canadian Cattlemen's Association

“CMC is pleased that Health Canada is exempting ground meat like most other countries. This exemption will ensure that our members can continue to export their products without additional challenges, allowing us to keep feeding the world and Canadians with our world-class protein.”

Chris White, President & CEO, Canadian Meat Council

“We’re pleased Health Canada is exempting ground pork along with other nutritious foods such as milk, eggs, vegetables, and fruit from a front-of-package label. Ground pork is a convenient, whole food that contributes essential nutrients many Canadians need more of in their diets.”

Rick Bergmann, Chair of the Canadian Pork Council

“Canada’s cattle feeders take great pride in producing high quality, nutritious beef using sustainable practices. We appreciate the Government of Canada recognising ground beef and pork as a healthy part of the Canadian diet.”

James Bekkering, Board Chair of the National Cattle Feeders’ Association

**For further information, contact:**

Michelle McMullen  
Communications Manager  
Canadian Cattlemen’s Association  
403-451-0931 | [mcmullenm@cattle.ca](mailto:mcmullenm@cattle.ca)

Marie-France MacKinnon  
Senior Vice-President, Public Affairs and Communications  
Canadian Meat Council  
613-729-3911 ext. 26 | [marie.france@cmc-cvc.com](mailto:marie.france@cmc-cvc.com)

Gary Stordy  
Director, Government & Corporate Affairs  
Canadian Pork Council  
613-883-0650 | [stordy@cpc-ccp.com](mailto:stordy@cpc-ccp.com)

Megan Madden  
Communications Manager  
National Cattle Feeders’ Association  
780-686-8807 | [mmadden@cattlefeeders.ca](mailto:mmadden@cattlefeeders.ca)