
NFAHW COUNCIL FORUM 2020 – VIRTUAL EVENT #3



Canadian Pork Council
Conseil canadien du porc



CANADIAN
CATTLEMEN'S
ASSOCIATION

National Voice Of Cattle Producers

PRESENTATION TOPICS

- Pork / Beef Industry's Response to COVID-19
- Lessons Learned
- The Unexpected Consequences on Animal Agriculture
- Opportunity to Adapt for the Future



COVID-19 impacted pork processing

- Personnel were sick
- Family members were sick
- Absenteeism
- Plant modification cost
- Reduced ability to recover value
- BACKUP OF PIGS



COVID in Canada was not pork's only problem

- 70% of production exported
- China is 40% of the total
- Over \$1 billion
- Plants with COVID cannot ship to China



The pork response

- Producers adapted rapidly. Figured out how to slow a “just in time system. Adjusted spending.
- Increased level of communication between CPC and its members
- Increased advocacy with governments
- Relying on partners.
 - Canadian Meat Council
 - Canada Pork
 - China



Beef Industry's Response to COVID-19

- As part of our Emergency Response Plan we immediately initiated several cross-organizational teams including; Industry Leaders, Policy, Industry Stakeholders, Science, and Media
- Primary focus was on business continuity
- Enhanced industry communications – weekly Action News, Virtual Townhall meetings, pre-recorded Industry updates, media townhalls and scrums, and increased our presence on Facebook, Twitter, and LinkedIn
- Co-sponsored a cross-Canada multimedia campaign with the Canadian Federation of Agriculture – called “Food for Thought” centered on educating consumers about food production in Canada and building awareness about food security
- Developed, and lobbied for, several disaster relief programs including: Fed Cattle Set-Aside, Culled, Feeder, and Heifer Retention
- Lobbied for Business Risk Management enhancements

The Unexpected Consequences on Animal Agriculture

- Sudden shift in consumer purchasing behaviour and implications to supply chain demands and responses
- Foreign Trade (market access) and implications to supply chains
- Implications to price discovery when the mechanisms of price discovery are non-functioning
- Animal welfare concerns
 - Inability to feed or harvest livestock in the event of a pandemic outbreak (i.e. feedlot and/or processing facility staffing)
 - Delays in transportation due to labour shortages or transportation issues due to inexperienced transporters
- Potential zoonoses implications of human to animal infection (and vice-versa)
- Positive side – consumers are more aware than ever on where their food comes from

Lessons Learned

- Canada's food supply chain has vulnerabilities (i.e. high human density activities – processing, planting, harvesting)
- A human pandemic is a case study for what we can expect from a foreign animal disease outbreak
- Communicate, communicate, communicate...you cannot over communicate
- Coordination between species groups is critical – both to government and to consumers
- Expect emotional (irrational) actions (i.e. consumer hoarding) – be proactive on reassuring messaging



Lessons Learned:
Disease surveillance



**Disease surveillance
is easier in animals**



CanSpotASF

SURVEILLANCE OF AFRICAN SWINE FEVER IN CANADA



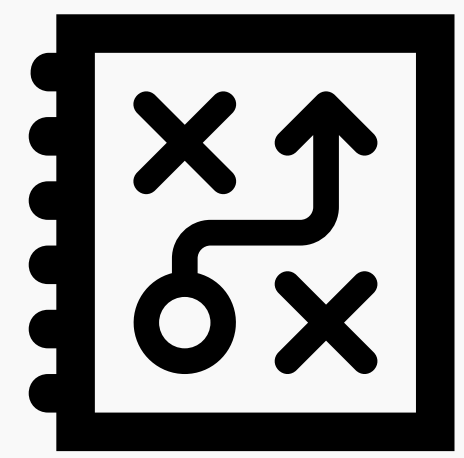
Lessons Learned: Programming

- Business Risk Management Suite built to help manage a disaster needs substantive work
 - AgriStability was mostly unhelpful
 - AgriRecovery has possibilities, but is slow and cumbersome
- Building programs “on the fly” is not a good option
 - Mistakes made
 - Group left out

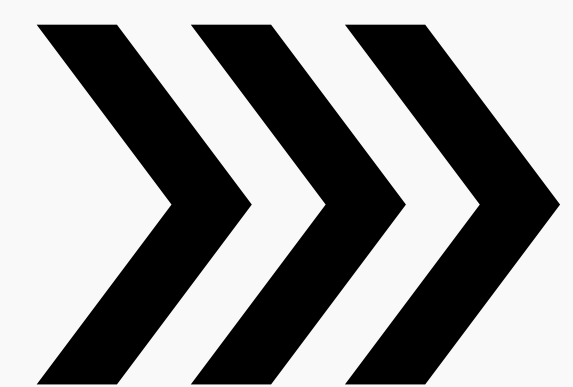
Opportunity to Adapt for the Future



- Demonstrated need for a coordinated government/industry response – i.e. Animal Health Canada



- Enhance individual species Emergency Response Plans to include human pandemics
- Expect another emergency event – be proactive on prevention and stay prepared



- Build, industry agreed to, over-ride provisions into price discovery systems when markets are deemed non-functioning



- Maintain inter-species communication during peace-time (so many of our issues and challenges are similar)
- Maintain communication with consumers, don't lose this opportunity to connect



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