

JAPANESE MARKET OPENED TO VALUE-ADDED CANADIAN PORK - APRIL 2013

- ❖ The Food Processing Development Centre (FPDC) is working with a pork processor (Trochu Meats Ltd.) who has extensive experience in marketing pork products to Japan which has resulted in an excess of undervalued pork trim.
- ❖ The pork trim was successfully developed into a variety of pork sausages specifically designed for the Japanese market.
- ❖ Trochu Meats Ltd. does not have sausage processing capabilities in their facility so FPDC Operations Management introduced them to Calahoo Meats Ltd., a new tenant in the Agrivalue Processing Business Incubator (located adjacent to FPDC) who is looking to expand their business.
- ❖ The product being developed uses collagen casings made from bovine hides and CFIA has indicated to the companies that this product would not be eligible for export to Japan. This decision results in no export of this style of sausage from the Canadian industry to Japan.
- ❖ FPDC Operations Management and HACCP staff researched existing regulations, and with the support of Agriculture and Rural Development Minister, the Honorable Verlyn Olson, Agriculture and Agri-Food Canada Minister, the Honorable Gerry Ritz, and the Alberta Japan Office, worked closely with CFIA to present modified processing protocol to Japanese authorities.
- ❖ On March 18, 2013 the Japanese Ministry of Health, Labour and Welfare published an agreement that would permit the importation of sausage products in collagen casings under certain conditions, and the product being developed by FPDC met these conditions. As a result of this collaboration, value added pork products from all areas of Canada can now be marketed to Japan.
- ❖ With CFIA export approval, test samples of the newly developed product were presented at the Tokyo Meat Fair April 3 – 5, 2013 and the orders received from the trade show exceeded expectations.
- ❖ The first order for the sausages was for 20,000 KG with a potential of 40,000 KG monthly for the current products, with increasing potential as the Japanese buyers have asked for new products to be developed.
- ❖ Together, three separate companies came together to collectively support each other in a venture that resulted in a variety of sausages using Alberta pork, manufactured in Alberta at the Agrivalue Processing Business Incubator, being exported to Japan.



Justine Berube, Calahoo Meats Ltd, and Ray Price, Trochu Meats Ltd, present their products at the Tokyo Meat Fair