



Canadian Pork Council
Conseil canadien du porc

Press release

For immediate release

Canadian Pork Council announces Stephen Heckbert as new Executive Director

New leadership brings strategic communications expertise needed to drive pork sector into the future.

November 21, 2022 (OTTAWA) – The Canadian Pork Council (CPC), representing 7000 hog producers across Canada, today announced the appointment of Stephen Heckbert as the organization’s new Executive Director, effective December 5th, 2022.

Fluently bilingual, Mr. Heckbert brings a deep knowledge of strategic communications, government engagement, and organizational leadership to the role. A recipient of Ottawa Business Journal’s “40 Under 40” recognition, Mr. Heckbert has spent over 25 years in government, non-profit, and academia; notably leading the Public Relations program at Algonquin College where he received an Excellence in Teaching award for his commitment to students and mentorship.

“Mr. Heckbert is joining the Pork Council at an opportune time,” said CPC Chair, Rick Bergmann. “His extensive background in communications, leadership, and engagement are much needed as we tackle challenging policy files and move forward with our next stage of strategic planning.”

Canada is a global leader in the sustainable production of safe, nutritious pork that is in demand at home and around the world. Outside factors, such as the risk of African Swine Fever, present an ongoing threat to the growth and success of an industry that injects over \$24 Billion annually to the economy and supports tens of thousands of jobs across the country. Strong communication with stakeholders as well as collaboration between industry and government are what is needed to keep the supply chains safe and Canada’s reputation as a reliable pork producer strong.

“I am excited to join the CPC and work with Canada’s pork producers to protect and grow this exceptional industry,” said Mr. Heckbert. “I look forward to connecting with members and hitting the ground running on the important issues impacting our sector.”

Mr. Heckbert will work out of the CPC’s Ottawa office, in the heart of the Nation’s Capital.

The Canadian Pork Council is the national voice for hog producers in Canada. A federation of nine provincial pork industry associations representing 7,000 farms, the organization plays a leadership role in achieving and maintaining a dynamic and prosperous Canadian pork sector.

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