

**Polska**



The promotion of pork and its  
preserved products in Canada

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Pork and its preserved products are going to be promoted on the Canadian market at the request of the Polish Meat Union, as part of a three-year promotion and information campaign called “Enjoy, It’s from Europe”.

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In 2016, as part of the campaign, pork producers are going to present themselves at the Toronto Food & Drink Market, taking place from 8th till 10th April at the Enercare Centre in Toronto.

The campaign is being waged by SPC House of Media and the Legend Group in the years 2015-2018, commissioned by the Polish Meat Union and the Agricultural Market Agency. The campaign is co-financed with funds from the European Union, the Republic of Poland and the Pork Meat Promotion Fund.

More information: [www.letsmeat.eu](http://www.letsmeat.eu) and [www.polskie-mieso.pl](http://www.polskie-mieso.pl).

Source: WPHI Toronto



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