



**Manitoba Pork Council**  
28 Terracon Place  
Winnipeg, Manitoba  
Canada R2J 4G7

Tel: (204) 237-7447  
Toll Free: 1-888-893-7447  
Fax: (204) 237-9831  
[www.manitobapork.com](http://www.manitobapork.com)

## Media Release

---

March 31, 2021

### Manitoba pork producers support Harvest Manitoba

Manitoba Pork and H@MS Marketing Services Co-op Inc. have made a donation of a combined \$10,000 worth of product and financial support to Harvest Manitoba, supporting communities across the province with high-quality protein and much needed healthy pantry staples.

“We are proud to support food banks across the province with this one tonne donation of pork breakfast sausages and ground pork to Harvest Manitoba,” Manitoba Pork chair George Matheson said today. “Manitoba Pork is pleased to donate thousands of pounds of fresh and processed pork products every year, and thanks to Harvest Manitoba, we know that these goods will make their way to individuals and families in need across our great province.”

Harvest Manitoba feeds 80,000 Manitobans each month across the province and collects and shares 11 million pounds of healthy and nutritious food to feed those who are food insecure. 1 in 8 Manitobans lives in a food insecure home.

“We are absolutely thrilled to have Manitoba Pork producers kick off our Spring for Meals campaign with this timely food and funds donation” said Harvest Manitoba CEO Keren Taylor-Hughes. “With many federal financial assistance programs ending March 31, we expect to see another surge in demand as hardworking families, adults, and seniors struggle to make ends meet. Manitoba pork products will be a nutritious welcome addition to our Harvest Hampers.”

“On behalf of our producers and members, H@MS Marketing Services Co-op Inc. is pleased to partner with Manitoba Pork to support Harvest Manitoba and its network of food banks to assist our province’s most vulnerable citizens,” said Bill Alford, H@MS Marketing Services Co-op Inc. general manager.

Manitoba’s hog sector is proud to make a meaningful social impact by supporting sustainable food security. While our job is to provide a high-quality, affordable protein to the world, we are passionate about supporting the well-being of the communities where we live and work. Every year Manitoba Pork donates more than two tonnes of pork products to those in need.

*Manitoba Pork is the representative organization for all pork producers in Manitoba. Our mission is to foster the sustainability and prosperity of the hog sector for the good of pork producers and all Manitobans.*

**For further information:**

Joey Dearborn  
Communications and Website Coordinator  
Manitoba Pork  
(204) 232-4916  
[jdearborn@manitobapork.com](mailto:jdearborn@manitobapork.com)

Karen Taraska-Alcock  
Director of Marketing & Communications  
Harvest Manitoba  
(204) 982-3584  
[ktaraska-alcock@harvestmanitoba.ca](mailto:ktaraska-alcock@harvestmanitoba.ca)