

VERIFIED CANADIAN PORK™

Retail Program

FARM-TO-TABLE QUALITY ASSURANCE

- ✓ On-farm food safety and quality assurance systems.
- ✓ Responsible animal care.
- ✓ Mandatory traceability.
- ✓ No added hormones.
- ✓ HACCP-approved processing facilities.
- ✓ World-class meat inspection system.
- ✓ Powerhouse of nutrition.



verifiedcanadianpork.com

Verified Canadian Pork™

Verified Canadian Pork™ offers farm-to-table quality assurance.

LOCALLY FARMED.

FEDERALLY APPROVED.

NATIONALLY DISTRIBUTED.



Food Safety

Canadian hog producers are recognized in Canada and around the world for producing premium-quality pork. Canada's system for on-farm food safety and quality assurance is based on HACCP (Hazard Analysis Critical Control Point) principles that require detailed record keeping and protocols that are validated annually by an official auditor.

Responsible Animal Care

Canada's animal care and handling assurance system is based on the National Farm Animal Care Council Codes of Practice (NFACC) for pigs, which are nationally developed guidelines for the care and handling of farm animals in Canada. The Codes of Practice

promote sound management and welfare practices for housing, care, transportation and other animal husbandry practices.

Traceability

Canada's national identification and traceability system for pigs is administered by the Canadian Pork Council with support from Agriculture Canada. Canada is the only North American country to implement a national swine identification and traceability system with mandatory participation by all producers.

No Added Growth Hormones

Like all Canadian pork, Verified Canadian Pork™ is raised without added growth hormones.

Processing Quality and Safety Assurance Systems

Verified Canadian Pork™ processors are CFIA federally registered, HACCP-approved plants maintaining the highest standards for freshness, quality and safety.

Nutrition

The nutrients in pork, such as high-quality protein, iron, zinc and B-vitamins, play a powerful role in nourishing Canadians – from fuelling physical activity and helping manage weight, to developing cognitive skills and aging vibrantly. Pork provides nutrients that can be difficult to obtain in adequate quantities from plant-source foods alone.



Offer your customers premium quality.

Verified Canadian Pork™ provides a credible national brand mark that can be leveraged as a resource by retailers to increase consumer confidence and awareness of the quality, wholesomeness and safety of Canadian pork products.



How-to videos for inspiration.

Canada Pork's powerful library of how-to videos is an excellent resource for retailers. These videos feature exciting new merchandising ideas and easy-to-follow instructions for a variety of popular cuts of pork including pork tenderloin, belly, top sirloin, capicola shoulder, boneless loin and pork side ribs. Find them at verifiedcanadianpork.com.



Support you can use.

The Verified Canadian Pork™ retail marketing program offers cost-shared support of custom or generic point-of-sale and consumer marketing materials, co-operative promotional and advertising support, access to Canada Pork's library of high resolution food photography, along with many other tools and resources to create interest at the meat case with premium quality Canadian pork.



Slice & Save Program.

Canada Pork's Slice & Save strategy offers resources designed to build consumer knowledge about primal and sub-primal cuts. Increasing consumer confidence by showing them how to prepare these cuts will increase the likelihood of purchase and enhance customer satisfaction as they prepare these cuts at home.

Resources available include brochures and videos along with on-pack consumer labels that feature a diagram with slicing information and suggested cooking methods.



Education designed for your needs.

Canada Pork provides in-person or virtual educational sessions to ensure industry has the comprehensive information they need to inspire new ideas, to make the best use of Canadian pork and to maximize profitability. In addition, Canada Pork's library of educational and training resources includes buyer's guides (wall chart, brochures, Canadian Pork Handbook), nutrition information support, as well as statistics, marketing research and consumer trends.

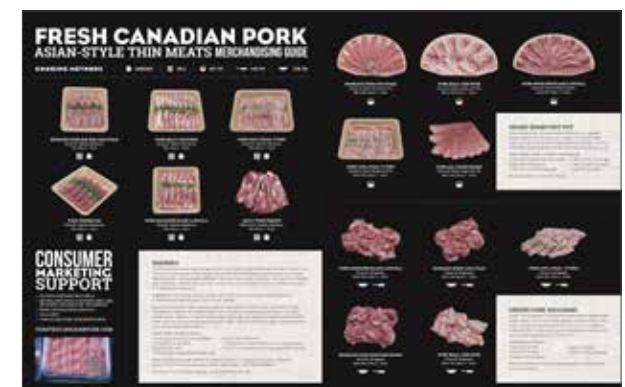
Canada Pork offers support for your business.

Verified Canadian Pork™ (VCP) branded programs are managed and implemented by Canada Pork, a national alliance of innovative pork producers and processors committed to supporting customers in the Canadian marketplace.



Demand-building tools.

Canada Pork offers a number of demand-building merchandising ideas including Asian Specialties, Grilling, Slow-cooking and Roasting. These programs include merchandising brochures, on-pack labels and POS materials.



Participation in the VCP program requires a no-charge licensing agreement between Canada Pork, the retail partner, participating supply partners and further processors if applicable.



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FOR MORE INFORMATION ABOUT CANADA PORK PROGRAMS AND SERVICES CONTACT:

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PROUD SUPPLIERS OF VERIFIED CANADIAN PORK™:



NATIONAL PORK MARKETING PROVINCIAL PRODUCER ORGANIZATIONS: BC PORK PRODUCERS, ALBERTA PORK, SASKATCHEWAN PORK DEVELOPMENT BOARD, MANITOBA PORK COUNCIL, ONTARIO PORK PRODUCERS MARKETING BOARD, PORC NB PORK, PORK NOVA SCOTIA, PEI HOG COMMODITY MARKETING BOARD.

PARTNERS IN SUCCESS: CANADIAN PORK COUNCIL, CANADIAN MEAT COUNCIL.