

SLICE & SAVE

FRESH CANADIAN PORK
SIDE RIBS

- ✓ FRESH CANADIAN PORK SIDE RIB SLICE-AT-HOME INFORMATION.
- ✓ HIGHLIGHTS STEP-BY-STEP SLICING TECHNIQUES TO DEVELOP CONSUMER CONFIDENCE.
- ✓ REDUCED LABOUR COST AND SHRINK.
- ✓ A VALUE OFFERING WITHOUT THE NEED TO DISCOUNT.



SLICE & SAVE

FRESH CANADIAN PORK
HOME CUTTING GUIDE

COOKING SUGGESTIONS

SKIRT/FLAP: BBQ, stir-fry, pan-fry.

RIB TIPS: braise, stew/simmer, pressure cooker, slow-cooker, BBQ, broil.

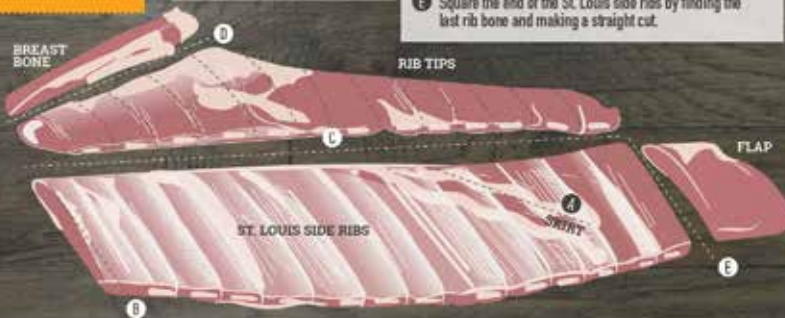
ST. LOUIS SIDE RIBS: braise, stew/simmer, pressure cooker, slow cooker, BBQ, broil.

BREASTBONE/BONES: soups and stocks.

CUTTING INSTRUCTIONS

- 1 Use a sharp chef's knife to remove the skirt; set aside. Skip this step if skirt is already removed.
- 2 Remove the translucent membrane (silver skin) from the backside of the side rib by wedging a butter knife between the meat and the membrane to lift. Once loose, use a paper towel to grip the membrane and pull.
- 3 Make a straight cut just below the rib tips from side ribs.
- 4 Gently cut the breastbone from the rib tips.
- 5 Square the end of the St. Louis side ribs by finding the last rib bone and making a straight cut.

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CONSUMER MARKETING SUPPORT

- ON-PACKAGE SLICING LABELS
- POINT OF SALE SUPPORT MATERIALS
- RECIPES AND VIDEOS FOR HOME CHEFS AND HOME BUTCHERS
- HIGH RESOLUTION IMAGES AND ARTWORK FOR FLYERS AND ONLINE MARKETING ACTIVITIES

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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.