



MYTH VS. FACT: CANADIAN PORK

THE CANADIAN PORK ADVANTAGE: Canadian pork is trusted worldwide for its premium quality, safety, and consistency. It is raised without the use of added hormones and processed in federally approved, HACCP-certified facilities. Production follows the strict quality standards of the Canadian Pork Excellence (CPE) program, which incorporates on-farm food safety, responsible animal care, and mandatory traceability practices. This reinforces Canada’s position as a reliable and long-term trading partner in international markets.

Enjoy with confidence the marbling, colour, and firmness of Canadian pork, backed by premium quality standards. Discover the myths and facts below.

MYTH

Pork is only worth choosing because it is the cheapest protein option in the market.

1

FACT

Canadian pork is a high-quality, complete protein, providing approximately 25–33 grams of protein per 100-gram cooked serving, comparable to other animal protein sources.¹ It is also rich in essential nutrients, including vitamins B1 (thiamin), B6, and B12, zinc, and is a source of easily absorbed iron.

MYTH

Pork is less healthy than other protein options.

2

FACT

Canadian pork is one of the richest sources of vitamin B1 (thiamin), supporting energy metabolism and nervous system function, and provides essential nutrients including vitamins B6 and B12, zinc, and iron—making it a healthy, balanced choice comparable to other meat proteins. Studies show that heart-healthy and diabetes-friendly diets can include red meat, such as lean pork. ^(2,3,4) Lean pork is lower in fat than many people think; a 100-gram serving of roasted pork tenderloin contains approximately 2.5 grams of total fat and just 1 gram of saturated fat (similar to an equal serving of roasted, skinless chicken breast).¹

MYTH

Pork can contain or transmit parasites such as trichinellids (trichinosis), *Taenia solium* (tapeworm), or cysticercosis.

3

FACT

Canadian pork is backed by national certification programs, including Canadian Pork Excellence (CPE), ensuring strict standards in food safety, animal care, and traceability, and reinforced by the internationally recognized Verified Canadian Pork™ brand. This integrated system provides a high level of confidence. Additionally, trichinellosis has been virtually eliminated in commercial pork, and cysticercosis in humans is linked to poor hygiene practices, not pork itself.

MYTH

Canadian pork needs to be cooked at very high temperatures to prevent bacteria or illness.

4

FACT

Pork does not need to be overcooked, as it can affect its flavour and texture. Canadian pork is produced under strict food safety systems, ensuring it is safe to enjoy when properly handled and cooked. Based on recommended guidelines, pork should be cooked to an internal temperature of 71°C (160°F).

1. Health Canada, 2015. Canadian Nutrient File. 2. O'Connor LE et al. Total red meat intake of ≥0.5 servings/d does not negatively influence cardiovascular disease risk factors: a systemically searched meta-analysis of randomized controlled trials. Am J Clin Nutr 2017;105(1):57-69. 3. Sanders LM, Wilcox ML and Maki KC. Red meat consumption and risk factors for type 2 diabetes: a systematic review and meta-analysis of randomized controlled trials. Eur J Clin Nutr 2023;77:156-165. 4. O'Connor LE et al. Effects of total red meat intake on glycemic control and inflammatory biomarkers: a meta-analysis of randomized controlled trials. Adv Nutr 2021;12:115-127.

MYTH

Pork falls under the “white meat” category.

5

FACT

Pork is nutritionally classified as red meat.

MYTH

Canadian pork protein has added hormones.

6

FACT

Canadian pork contains NO added hormones and is produced under strict national regulations, ensuring a safe, high-quality product.

MYTH

Pork production has a high environmental impact compared to other protein sources.

7

FACT

Canadian pork is among the most environmentally efficient production systems globally, with emissions of approximately 4.4 CO₂e per kg—lower than the world average—and uses about 80 litres of water per kg, outperforming many global benchmarks.

MYTH

ASF (African swine fever) can be transmitted to humans through pork consumption.

8

FACT

ASF does not affect humans; it only affects pigs and poses no risk to human health. Canadian pork is ASF-free, with its status overseen by the CFIA. Canada also implements internationally recognized zoning and compartmentalization systems to maintain a reliable supply, supported by full traceability from farm to processing.

MYTH

Canadian pork has more fat than other proteins and is therefore lower-quality or less suitable for cooking.

9

FACT

Fat is an essential nutrient that plays a vital role in hormone production and the absorption of vitamins A, D, E, and K. Pork also has a healthy fat profile; about two-thirds of the fat in roasted pork tenderloin is unsaturated, and approximately half is monounsaturated—like the type of fat found in olive oil¹. As with other meat proteins, intramuscular fat (marbling) enhances flavour, juiciness, and tenderness. According to the Canadian Nutrient File, pork tenderloin is as lean as skinless chicken breast¹, and when trimmed of visible fat, many cuts are similarly lean. Additionally, buyers can specify their preferred product specifications through Canada Pork members.

LET’S COMPARE:

Protein Choice ¹

- Pork tenderloin (roasted)
- Chicken breast (roasted)
- Pork loin centre chop (roasted)
- Chicken thigh (roasted)

Protein (g)	Calories	Saturated Fat (g)	Total Fat (g)
28	140	1.0	2.5
32	170	1.0	3.5
29	190	2.5	8.0
25	180	2.5	8.0

Discover the facts behind Canadian pork. To learn more about the Canadian pork advantage, visit verifiedcanadianpork.com and canadapork.com.

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