



CANADIAN PORK – QUALITY WITHOUT COMPROMISE



CANADA PORK IS A NATIONAL ALLIANCE OF INNOVATIVE PORK PRODUCERS AND MEAT PROCESSORS COMMITTED TO SUPPORTING END-USER CUSTOMERS AND CONSUMERS IN THE RETAIL AND FOODSERVICE MARKETPLACE IN CANADA. THE CANADA PORK TEAM IS A DIVISION OF CANADA PORK INTERNATIONAL (CPI). CPI IS THE NATIONAL MARKET DEVELOPMENT AND PROMOTION AGENCY FOR THE CANADIAN PORK INDUSTRY.

The Canada Pork team brings market-tested programs, services and expertise to achieve value creation in the meat case and on the menu. Canada Pork market development specialists focus on increasing demand, market share, profit potential and category growth for premium quality Canadian pork.

The team will work with your organization to increase consumer awareness and confidence in the quality, value and safety assurances that the Canadian pork industry brings to the consumers' table.



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PARTNERS IN SUCCESS: CANADIAN PORK COUNCIL, 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, CANADIAN MEAT COUNCIL, MAPLE LEAF FOODS INC., HYLIFE FOODS LP, CONESTOGA MEAT PACKERS LTD., OLYMEL, S.E.C. (RED DEER, AB.), SUNTERRA MEATS LTD., DONALD'S FINE FOODS, THUNDER CREEK PORK INC.

RETAIL MARKETING SUPPORT

- Generic, Branded and Co-brand Support
- Point of Sale Material Development
- Recipe Development
- Collaborative Consumer Marketing Support



RETAIL CATEGORY GROWTH

- Underutilized Cuts
- New Products for New Customers
- Ethnic Merchandising Ideas
- Category Management Tools



COMPETITIVE POSITION

- Yield Testing and Financial Performance Analysis Services
- Meat Quality Competitive Benchmarking Services
- Official Canadian Pork Quality Standards Tools
- Supply Chain Development

CONSUMER CONFIDENCE, AWARENESS AND PRODUCT DIFFERENTIATION

- Verified Canadian Pork – Farm to Table Quality Assurance – National Program Brand Mark
- Farm to Table Quality Assurance – Consumer Information:

1. CQA (Canadian Quality Assurance) On-Farm Food Safety System
2. National Farm Animal Care Council – Code of Practice for the Care and Handling of Pigs
3. PigTrace Canada, Mandatory Traceability of Canadian Pigs
4. Canadian Federal Inspection In-plant Food Safety and Quality Assurance System

KNOWLEDGE, EDUCATION AND TRAINING

- Canadian Pork Value Chain Orientation Sessions and Support Materials
- Merchandising Demonstrations and Training Sessions
- Step-by-Step Merchandising Guides and Purchasing Information
- Merchandising Guides (wall chart and brochures)
- Nutritional Information Support
- Statistics, Market Research and Consumer Trends



FOODSERVICE DISTRIBUTOR EDUCATION

- Value Chain Education and Training Sessions
- Branding and Co-branding Support
- Verified Canadian Pork – Farm to Table Quality Assurance – National Program Brand Mark
- Supply Chain Development
- Step-by-Step Merchandising Guides and Purchasing Information
- Buyers' Guide (wall chart, brochures and handbook)

FRONT OF THE HOUSE FOODSERVICE SUPPORT

- Collaborative Consumer Marketing Support
- Menu Development and Design
- Education and Training Sessions
- Branding and Co-branding Support
- Verified Canadian Pork – Farm to Table Quality Assurance – National Program Brand Mark

BACK OF THE HOUSE FOODSERVICE SUPPORT

- Menu Engineering Services
- Portion Cutting, Yield Testing and Financial Performance Analysis Services
- Meat Quality Competitive Benchmarking Services
- Official Canadian Pork Quality Standards Tools
- Quantity Recipe, Supply Chain and New Product Development

