

FARM TO TABLE QUALITY ASSURANCE



VERIFIED CANADIAN PORK™

CANADIAN QUALITY ASSURANCE (CQA)

PIGTRACE CANADA

RESPONSIBLE ANIMAL CARE

NO ADDED HORMONES

MINIMALLY PROCESSED WITH NO ADDED INGREDIENTS

PROTEIN POWER



VERIFIED CANADIAN PORK™ FARM TO TABLE QUALITY ASSURANCE

CANADIAN FARMERS AND PORK PROCESSORS HAVE COME TOGETHER TO OFFER AN EXCITING OPPORTUNITY FOR THE MEAT CASE: A FARM TO TABLE PROMISE FOR YOUR CUSTOMERS AND MARKETING SUPPORT FROM YOUR SUPPLIERS.

Verified Canadian Pork™ (VCP) is a trademarked brand owned by participating farmers and pork processors dedicated to offering premium quality Canadian pork traditionally raised and minimally processed under the highest food safety standards in the world.

- ✓ **CANADIAN QUALITY ASSURANCE (CQA):** CQA is Canada's on-farm quality and safety assurance system. CQA promotes best-management practices for animal care and food safety to ensure the best quality and safest pork in the world. www.cqa-aqc.ca
- ✓ **PIGTRACE CANADA:** Canada is the only country in North America to have a mandatory traceability system, ensuring the highest level of herd health and safety. www.pigtrace.ca
- ✓ **RESPONSIBLE ANIMAL CARE:** Code of Practice for the care and handling of pigs in Canada. Implemented through the CQA program. The Codes of Practice for the Care and Handling of Pigs are nationally developed guidelines for animal care practices for housing, care, transportation and animal husbandry. www.nfacc.ca
- ✓ **NO ADDED HORMONES:** Canadian farmers do not use growth hormones to raise pigs. Ever.
- ✓ **MINIMALLY PROCESSED WITH NO ADDED INGREDIENTS:** Federally inspected pork processing facilities maintain the highest standards for freshness, quality and safety based on Canada's Meat Inspection Act under federal law. All Verified Canadian Pork is inspected and approved by the Canadian Food Inspection Agency. www.inspection.gc.ca
- ✓ **PROTEIN POWER:** Fresh Canadian pork is an excellent source of high-quality protein and energy and provides many essential vitamins and minerals. Canadian pork is naturally low in sodium and contains no trans fat.

THE PROGRAM

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.

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.

The VCP program can be utilized as a stand-alone brand or integrated into a co-branding or private label branding strategy.

VERIFIED CANADIAN PORK™ MARKETING PROGRAM

- ✓ LIMITED FIRST RUN VCP LABEL PRODUCTION AND DISTRIBUTION
- ✓ DESIGN, DEVELOPMENT AND LIMITED FIRST RUN QUANTITIES OF CO-BRAND LABELS
- ✓ DESIGN, DEVELOPMENT AND LIMITED FIRST RUN QUANTITIES OF CUSTOM OR GENERIC POINT OF SALE MATERIALS
- ✓ DESIGN, DEVELOPMENT AND LIMITED FIRST RUN QUANTITIES OF CUSTOM OR GENERIC CONSUMER MARKETING MATERIALS
- ✓ LIMITED ADVERTISING SUPPORT
- ✓ NEW IDEAS AND PRODUCT DEVELOPMENT

Verified Canadian Pork™ brand is a unique partnership opportunity between Canadian farmers, processors and retail operators seeking to differentiate themselves in the Canadian marketplace with a truly exceptional program.

Canadian farmers and processors take pride in the honesty, integrity and transparency of the VCP delivery system and look forward to the opportunity to earn business, build brand equity and achieve the highest level of customer satisfaction.





PROUD SUPPLIERS OF VERIFIED CANADIAN PORK™

CONESTOGA MEAT PACKERS LTD.

313 Menno Street
Breslau, Ontario N0B 1M0
T/ 519 648 2506
www.conestogameats.com

DONALD'S FINE FOODS

BRITCO PORK INC.
11528 Eburne Way
Richmond, British Columbia V6V 2G7
T/ 604 875 6033
www.donaldsfinefoods.com

MAPLE LEAF FOODS INC.

6897 Financial Drive
Mississauga, Ontario L5N 0A8
T/ 905 285 1595
www.mapleleaf.ca

HYLIFE FOODS LP

623 Main Street East
Neepawa, Manitoba R0J 1H0
T/ 204 476 3393
www.hylifefoods.com

OLYMEL

(Red Deer Plant)
7550 40th Avenue
Red Deer, Alberta T4P 2H8
T/ 403 343 8700
www.olymel.ca

THUNDER CREEK PORK INC.

720 Lillooet Street West
Moose Jaw, Saskatchewan S6H 8B4
T/ 306 693 7675

SUNTERRA MEATS LTD.

Box 266
Acme, Alberta T0M 0A0
T/ 403 546 3818
www.sunterrameats.ca

PRODUCER ASSOCIATIONS

B.C. Pork Producers Association / Alberta
Pork / Saskatchewan Pork Development
Board / Manitoba Pork Council / Ontario Pork
Producers Marketing Board / Porc NB Pork
Pork Nova Scotia / P.E.I. Hog Commodity
Marketing Board



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.

For more information about Canada Pork programs:

CANADA PORK INTERNATIONAL

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