



**Canadian
Pork Story**
Farm-to-table
quality assurance.

Quality without
compromise.



Dedicated to
sustainability.



High-quality
feed and
world-renowned
genetics.



Canadian Pork
Excellence (CPE)
on-farm programs
for Food Safety,
Animal Care,
Traceability.



No added
hormones, like all
Canadian pork.



World
class meat
inspection.



Powerhouse
of Nutrition



SCAN FOR THE
CANADIAN PORK
STORY VIDEO



Canadian Pork Story

The Canadian pork industry takes great pride in delivering farm-to-table Quality Assurance in every package of Canadian pork. The Verified Canadian Pork™ brand embodies the hard work, dedication, and commitment to quality that goes into producing Canadian pork.

Farm-to-Table Quality Assurance

Canadian pork farmers and processors are recognized in Canada and around the world for producing premium-quality pork. Canada is the only North American country to implement a mandatory national swine identification and traceability system. And like all Canadian pork, Verified Canadian Pork™ is raised without added growth hormones.

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

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



SCAN FOR HOME
CHEF AND HOME
BUTCHER VIDEOS



canadapork.com / verifiedcanadianpork.com



Canadian Pork Story

Farm-to-table
quality assurance.

Verified Canadian Pork™

Verified Canadian Pork™ is built on the foundation of Canada's on-farm national standards for food safety, animal care, and traceability, combined with Canada's world-class meat inspection system through HACCP-approved processing facilities.



Canadian Pork Excellence.

Canadian Pork Excellence (CPE) is the national platform for three programs that support on-farm quality assurance including food safety, animal care, and traceability.

PigSAFE promotes and ensures best on-farm practices. Based on HACCP (Hazard Analysis Critical Control Point) principles, PigSAFE requires detailed record-keeping validated annually by an official auditor.

PigCARE is an auditable program that examines the environment, comfort, nutrition, health, and housing of pigs to ensure the highest standards of animal care are maintained.

PigTRACE is a mandatory identification and traceability system for pigs to protect herd health. It is administered by the Canadian Pork Council with support from Agriculture Canada.

Dedicated to sustainability.

Canadian pork farmers share a commitment to environmental sustainability and act as stewards of the land. Pork farmers work to preserve ecosystems and resources, such as soil and water, and minimize their activities' environmental impacts through the implementation of beneficial agricultural practices.



Powerhouse of Nutrition.

Canadian pork provides high-quality protein, energy and key vitamins and minerals. Pork is also naturally low in sodium and saturated fat.



High-quality feed.

The combination of pristine lands and an ideal climate provides an exceptional growing environment for pigs and the high-protein cereal grains that help give Canadian pork its distinctive colour, taste, and texture.



No added hormones.

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



Quality without compromise.

Canadian pork farmers and pork processors are recognized around the world for producing premium-quality pork. State-of-the-art animal care, feeding and processing facilities ensure a consistent product of unsurpassed quality. The industry takes pride in the honesty, integrity and transparency of its production and supply systems, delivering premium quality and craftsmanship in every package of Canadian pork.



World class meat inspection.

HACCP systems are mandatory for all Canadian federally registered meat processing plants. Canadian pork processors implement comprehensive procedures and continuous monitoring to ensure the quality and accuracy of specifications throughout the entire process, during which Canadian Food Inspection Agency veterinarians and inspectors verify the food safety of the meat produced.