



**CANADA PORK**  
**FOODSERVICE**





**VERIFIED CANADIAN PORK™  
LOCALLY FARMED  
FEDERALLY APPROVED  
NATIONALLY DISTRIBUTED**

CANADIAN PORK FARMERS AND PROCESSORS HAVE COME TOGETHER TO OFFER AN EXCITING OPPORTUNITY FOR THE RESTAURANT INDUSTRY: FARM TO TABLE QUALITY ASSURANCE FOR GUESTS AND MARKETING SUPPORT FOR DISTRIBUTORS AND FOODSERVICE OPERATORS.

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 some of the highest food safety standards in the world.

- ✓ **CANADIAN QUALITY ASSURANCE (CQA®): CANADA'S ON-FARM QUALITY AND SAFETY ASSURANCE SYSTEM.** CQA® promotes best-management practices for animal care and food safety to ensure some of the best quality and safest pork in the world. [www.cqa-aqc.ca](http://www.cqa-aqc.ca)
- ✓ **RESPONSIBLE ANIMAL CARE: THE CODES OF PRACTICE FOR THE CARE AND HANDLING OF PIGS IN CANADA.** The codes of practice are nationally developed guidelines for housing, care, transportation and animal husbandry. [www.nfacc.ca](http://www.nfacc.ca)
- ✓ **PIGTRACE CANADA: NATIONAL LIVESTOCK IDENTIFICATION AND TRACEABILITY SYSTEM.** Canada is the only country in North America to implement a national swine identification and traceability system with mandatory participation by all producers, ensuring the highest level of herd health and safety. [www.pigtrace.ca](http://www.pigtrace.ca)
- ✓ **RAISED WITHOUT ADDED GROWTH HORMONES:** Canadian farmers do not use growth hormones to raise pigs.
- ✓ **PROCESSING QUALITY AND SAFETY ASSURANCE SYSTEM:** Verified Canadian Pork™ processors are CFIA federally registered HACCP approved plants maintaining the highest standards for freshness, quality and safety. [www.inspection.gc.ca](http://www.inspection.gc.ca)



**VERIFIED CANADIAN PORK™ MARKETING PROGRAM**

- ✓ DESIGN, DEVELOPMENT AND LIMITED FIRST-RUN QUANTITIES OF CUSTOM OR GENERIC POINT OF SALE MATERIALS (signage, banners, posters)
- ✓ DESIGN, DEVELOPMENT AND LIMITED FIRST RUN QUANTITIES OF CUSTOM OR GENERIC CONSUMER MARKETING MATERIALS (adding logo to menu, tent cards and cheque holder cards)
- ✓ CO-OPERATIVE ADVERTISING SUPPORT
- ✓ SUPPLY CHAIN DEVELOPMENT
- ✓ NEW PRODUCT IDEAS AND RECIPE DEVELOPMENT
- ✓ FRONT AND BACK-OF-HOUSE TRAINING SUPPORT
- ✓ DEMAND BUILDING SEMINARS, EDUCATION AND TRAINING SESSIONS
- ✓ EDUCATIONAL RESOURCES (wall charts, brochures, handbook and training videos)
- ✓ ACCESS TO CANADA PORK'S HIGH-RESOLUTION IMAGE LIBRARY
- ✓ USE OF THE VERIFIED CANADIAN PORK LOGO – A CREDIBLE NATIONAL SYMBOL OF PORK QUALITY EXCELLENCE

Verified Canadian Pork™ brand is a unique partnership opportunity between Canadian farmers, processors and restaurant 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.

**VERIFIED CANADIAN PORK™ PROGRAMS**

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 foodservice partner, participating supply partners and further processors if applicable.





**FOR MORE INFORMATION ABOUT CANADA PORK PROGRAMS AND SERVICES CONTACT:**

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**NATIONAL PORK MARKETING PROCESSOR MEMBERS:**



On nourrit le monde  
 Feeding the world



**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.