



CANADIAN PORK FARM TO TABLE



CANADIAN PORK QUALITY WITHOUT COMPROMISE

The Canadian pork industry takes pride in the honesty, integrity and transparency of its production and supply systems, delivering premium quality and craftsmanship in every box of Canadian pork.

Four decades of export success has taught the Canadian pork industry that quality often means different things to different customers. This knowledge has empowered our value chain members to create a responsive production, processing and delivery system built on a philosophy of continuous change, flexibility and improvement that meets and exceeds the changing requirements of our customers.

The Canadian pork industry is committed to the highest standards of quality, food safety and environmental sustainability. State-of-the-art animal care, feeding and processing facilities ensure a consistent product of unsurpassed quality and craftsmanship.

Our customers enjoy the renowned flavour and nutritional qualities of Canada's pork. When the world's table demands the finest food ingredients, the centre of the plate choice is always Canadian Pork.



CANADIAN PORK QUALITY STANDARDS

Understanding the culinary and processing properties of meat is important in selecting and delivering consistent product quality attributes to the right market.

Discerning retail and foodservice operations look for premium quality pork products selected for optimum marbling, meat colour and firmness to deliver an exceptional dining experience.

Canadian Pork Quality Standards (CPQS) measure pork quality beyond traditional carcass yield and fat cover and provide a unique mechanism to establish quantifiable points of differentiation. Enhanced pork quality standards can improve the competitive advantage for innovative producers, processors and end-user customers wishing to differentiate their products based on specific meat quality attributes for the most discerning domestic and export markets.

CPQS include six meat colour levels, four fat colour levels and six marbling score categories representing a wide spectrum of pork meat quality attributes perfect for every application. The meat and fat colour standards correlate with the Japanese Meat Grading Association (JMGA) standards and will calibrate with a Minolta colour meter.



CANADIAN QUALITY ASSURANCE: ON-FARM FOOD SAFETY

Canada's on-farm food safety and animal care is governed by the Canadian Quality Assurance® (CQA) program based on HACCP principles. CQA® was developed nationally, launched in 1998 and is delivered by each provincial producer association. CQA® promotes best-management practices for animal care and the safety of pork. Canada's federally inspected pork processing plants require CQA® certification from their supply partners as a condition of sale for export.

For more information about CQA: www.cqa-aqc.ca



PIGTRACE CANADA: NATIONAL LIVESTOCK IDENTIFICATION AND TRACEABILITY SYSTEM

Canada's national identification and traceability system for pigs, PigTrace Canada, is administered by the Canadian Pork Council with support from Agriculture Canada. Canada is the only North American country to implement a national swine identification and traceability system with mandatory participation by all producers effective July, 2014. Monitored and enforced by the CFIA, Canada's system includes five functions essential for delivering livestock identification and traceability information: Premise Identification, Animal Identification, Animal Movement Reporting, Efficient Movement Reporting Tools, Mandatory Participation.

For more information www.pigtrace.ca



HACCP: PROCESSING AND MANUFACTURING SAFETY AND QUALITY ASSURANCE SYSTEM

The Canadian Food Inspection Agency (CFIA) safeguards Canada's food supply through the enforcement of Canada's Meat Inspection Act under federal law. CFIA approved HACCP (hazard analysis and critical control point) systems and plans are mandatory for all Canadian federally registered meat processing plants, which are inspected by CFIA to the same exacting standards in all areas of Canada. Consumers around the world rank Canada's food among the safest globally.

For more information about CFIA: www.inspection.gc.ca



CANADA PORK

Canada Pork (a division of Canada Pork International) represents a national alliance of innovative pork producers and meat processors committed to supporting the retail and foodservice marketplace in Canada. Canada Pork market development specialists focus on increasing demand, market share, profit potential and category growth for premium quality Canadian pork. The Canada Pork team brings market-tested programs, services and expertise to the table to create value in the meat case and on the menu.

For more information about technical programs and marketing services available to support Canadian pork customers visit www.canadapork.com

THE COLOUR OF QUALITY

Meat colour continues to be the #1 attribute consumers look for when selecting fresh meat in the retail case in all markets around the world. Meat colour is an important visual indicator of quality in terms of water holding capacity (to maintain natural juices and flavours throughout distribution, preparation and cooking process). Meat colour is also closely associated with animal care, age of the livestock, genetics, feed, processing and ultimately the hygiene and shelf life of the finished product. The ideal colour for premium quality pork is reddish pink. CPQS: 3.0 → ← 4.0 evaluated across the loin eye after the cut surface has oxidized and fully bloomed.

TASTE FAT VS. WASTE FAT:

Intramuscular Fat (IMF) or marbling is the small flecks of internal fat found inside the muscle. Marbling is a major contributor to the natural flavours and juiciness of the cooked product and to lesser extent, tenderness.

As meat cooks, the fat melts. The melted fat does two things: it keeps the meat tender and moist, and it infuses the meat with flavour. In fact, most of the silky texture and great flavour that we love in a good steak comes from the fat, not the meat itself.

Marbling can be measured visually based on the percentage of internal fat (amount and distribution) on a scale of 0.0% → 0.6% evaluated across the loin eye after the cut surface has oxidized and fully bloomed.

IDEAL PORK MARBLING SCORE RANGES BY MARKET AND CHANNEL:

1. Further Processing (ham, sausage production): CPQS ← 2.0
2. Retail and Foodservice Operations (table meat): CPQS 2.0 →
3. Premium Retail and Foodservice Operations: CPQS 3.0 →

For more information about Canadian Pork Quality Standards please email: cpq@canadapork.com



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