VERIFIED CANADIAN PORK
CANADIAN QUALITY ASSURANCE (CQA)
PIGTRACE CANADA
RESPONSIBLE ANIMAL CARE
NO ADDED HORMONES
MINIMALLY PROCESSED WITH NO ADDED INGREDIENTS
PROTEIN POWER

FARM TO TABLE QUALITY ASSURANCE
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

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

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

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

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

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:

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