


A fresh look

A T P O R K



Today's Pork

TASTE + VALUE + VERSATILITY + NUTRITION



Pork is the most popular meat in the world and because of that, there has never been a better time to put pork on the menu. Today's pork is more consistent, leaner, and safer than ever. Cost-per-serving of pork gives one of the best price-to-value ratios of any type of meat.

With the growing public enthusiasm for exciting new flavours, and Canada's burgeoning ethnic community, pork is ideally placed as the protein of choice in a huge range of exotic and traditional dishes. Reasonably priced, especially compared to other popular proteins, pork deserves a fresh appraisal from food service operators.

WHY CHOOSE PORK

TASTE

Nothing compares to pork's mild sweetness. This is why pork IS the world's most popular meat!

VALUE

Do the math; compare the cost of a pork cut with its counterparts in other centre-plate proteins. Pork delivers unbelievable value.

VERSATILITY

From simple traditional roasts to highly-spiced Asian delicacies and everything in between, pork will happily marry with almost any flavour profile.

NUTRITION

Today's pork is as lean, as safe, and as nutritious as any of its competitors.





Planning a Menu?

Now is the time to reassess pork as a menu item

PORK HAS CUSTOMER APPEAL

Pork is the most popular meat in the world by far, according to USDA world consumption statistics. In Canada, pork outperforms chicken. Pork's versatility is the key to understanding its global popularity. From Andouille to Zampone, pork is the star in an endless number of regional dishes.

Pork represents a great, under-exploited opportunity for food service. When operators are convinced to put pork on the menu they are pleasantly surprised by the positive response. Properly presented and cooked, pork sells!

PORK IS A HEALTHY CHOICE



Both from a food safety and nutritional point-of-view, pork is a healthy choice. Lean, nutritious, and wholesome, pork can play a part in a healthy diet – a fact that has been recognized by the Heart and Stroke Foundation of Canada by pork's inclusion in their Health Check™ Program. Over the last 20 years the fat content of pork has been reduced by 47%. This has been achieved by a combination of selective breeding; changes in feed practices, and more aggressive trimming. As a result the nutritional profile of pork is now not significantly different from that of beef or poultry in terms of fat content, calories, and cholesterol.

PORK FITS ON ANY MENU

From fast-food operations to fine dining, putting pork on the menu will delight customers and drive up profits. Difficult to cook? Nothing could be further from the truth; there's only one golden rule: **DON'T OVERCOOK PORK!**

Cooking pork is essentially no different from any other centre-plate item. With the application of skill, creativity, and attention to detail, pork delivers customer satisfaction every time.

PORK IS SAFE AND WHOLESOME

Today hogs are raised in scrupulously hygienic conditions, but memories rooted in history persist. Consumers, and even a few chefs, still believe that unless pork is cooked to "well done" it is unsafe. The origin of this myth is the now obsolete fear of Trichinosis, a parasite that lives in the earth and occasionally infected hogs in the days when they foraged freely. Trichinosis is no longer a problem in domestic hog production. There have been no reported cases in decades. This parasite is killed at 137°F (58°C), the temperature of rare roast beef and well below the recommended final internal temperature for pork, 160°F (70°C). Misplaced anxiety about trichinosis is probably the root cause of the ingrained habit of over-cooking pork.

PORK IS A POPULAR CHOICE

Canadians are choosing pork more often. It is true that a number of faiths, and vegetarians, do not eat pork, and we respect this. However, there is also a huge majority of people who do enjoy pork. The operator that ignores this majority does so at his, or her, peril.

Ribs, chops, and processed pork in the form of hams and bacon remain popular, and retail sales of fresh pork have been steadily climbing. But fresh pork in general is under-represented in food service. Yet there are enormous opportunities for food service operators across the broad spectrum of the industry. Whether you work in hotels, schools, hospitals, chain and independent restaurants or caterers you can increase your operation's profitability by the informed use of fresh pork.

The aim of this manual is to give food service operators a clear and easily comprehensible guide to the selection, handling, and the preparation of pork. This manual explains in detail the selection and use of pork. But a comprehensive description of all aspects of pork and its uses would fill a large book. For further information contact your provincial pork board.

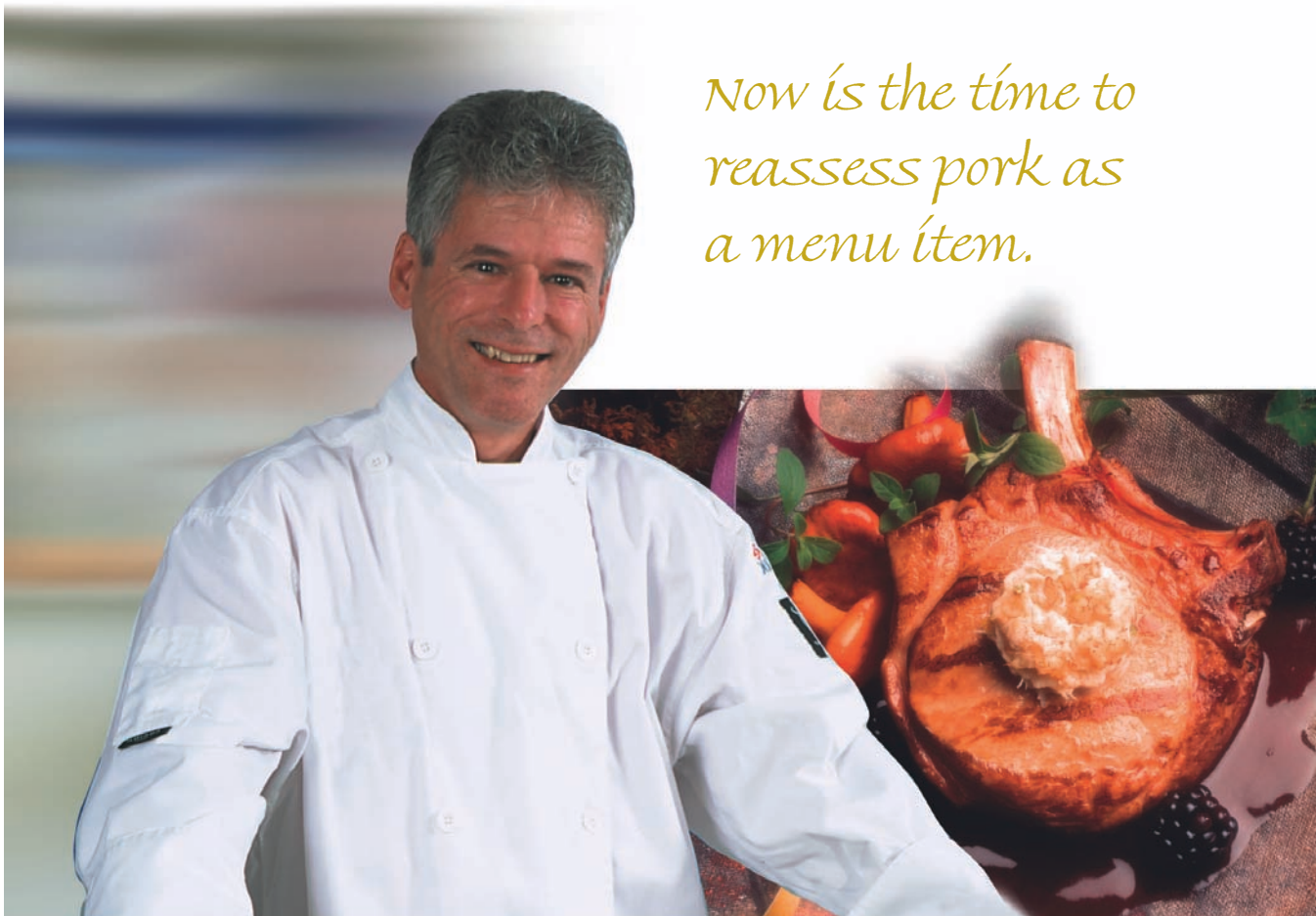
In addition to being safe, wholesome and versatile, don't forget pork's greatest asset – its marvellous taste!



Pork's versatility is the key to understanding its global popularity.



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reassess pork as
a menu item.*



CANADIAN QUALITY ASSURANCE™ PROGRAM

WHAT DOES THIS MEAN TO THE SERVICE INDUSTRY?

Food service operators in Canada can now be guaranteed that the Canadian pork they order will be of a consistently high quality, safe, and produced under stringently controlled conditions.



Hog producers' livelihoods are dependent on the quality of hogs that they produce on their farms. To produce Canadian Pork of the highest possible quality for our consumers, the Canadian Quality Assurance® (CQA®) program was developed under the general principles of the HACCP (Hazard Analysis Critical Control Point) system. This is an international science-based system that was originally developed to guarantee the safety of food consumed by NASA astronauts. Processors are doing their part by implementing HACCP systems in their plants and are now looking to their suppliers to put in place similar systems in order to have quality assurance programs throughout every step of production, from the farm right through to the consumer.

Officially launched in 1998, the CQA® program is now well established in all Canadian Pork Council member provinces. The majority of Canadian hogs are now produced under this program.

In this increasingly competitive global market, producers are prepared to make a clear commitment to quality.