



### Quality Feed

Alberta is Canada's largest feed grain producer with abundant supplies of barley, wheat, canola, and clean pure water which gives Alberta a natural advantage for hog production. Alberta's high quality barley makes up the largest component of the feed rations used for hogs raised in the province. Alberta's grain-fed pork is famous for its tenderness and firm white fat leading to a better flavor and texture experience.



### Choose Alberta Pork

Canada is consistently among the world's top five exporting countries of pork. Alberta is an experienced pork exporter with fresh and processed pork products being shipped to approximately thirty countries.

Alberta's open business environment and natural advantages contribute to our strength as a major exporter of primary commodities and manufactured products. Alberta's export industry is served by a comprehensive network of highways, waterways, airways and railroads that allow for timely and efficient shipments of pork products to countries around the world.

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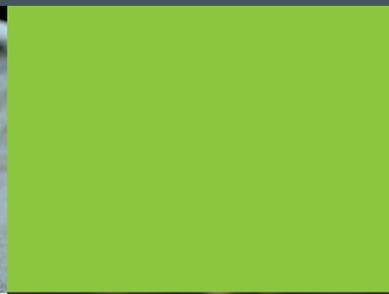
# Alberta Pork

Alberta's pork industry is committed to providing wholesome and safe food for consumers in Canada and around the world.





Pork produced in Alberta is top quality, safe and delicious. Its mild taste is well-suited to diverse flavour combinations – spicy, hot, tangy or sweet – and is the basis for many favourite recipes. A wide variety of pork cuts, both bone-in and boneless, suit all cooking styles.



### Alberta Pork

Alberta pork is an excellent source of protein, vitamin B12 and zinc as well as many other nutrients. Pork is also naturally low in sodium and trans-fat free. The fats present are mostly poly- and mono-unsaturated, making pork suitable for cholesterol-lowering and heart-healthy diets.

Alberta pork producers are committed to maintaining product quality and consumer satisfaction. These producers maintain the highest standards when it comes to food safety, animal care and environmental protection.



### Food Safety

To maintain the high quality of Canadian pork, the pork industry developed and launched the Canadian Quality Assurance® (CQA) program. This proactive, on-farm, science-based program ensures food safety using the HACCP (Hazard Analysis Critical Control Point) principles. HACCP requires engaged producers to meet a strict set of standards supported by extensive record keeping. A validator then reviews these documents and examines the farm facilities to ensure that all program standards are being met.

There are three federally inspected pork-processing plants in Alberta. These locations are inspected by the Canadian Food Inspection Agency (CFIA), a world recognized national and independent agency that delivers all inspection services related to food and animal health.

### Traceability

Swine traceability is an important animal health and food safety system that tracks the location and movements of all pigs in Alberta. This helps to track and stop disease before it spreads.

Canada, Alberta, and the swine industry's commitment to traceability contributes to an industry that is able to meet and exceed domestic and international requirements for animal health and food safety.

### Responsible Animal Care

Humane and responsible swine production is a priority for Alberta's pork industry. Producers enrolled in the Canadian Pork Council's Animal Care Assessment (ACA) program voluntarily submit to an on-farm inspection and audit of their production facilities. ACA builds on the food safety aspects of the CQA® program. It is recognized that many of the practices that promote food safety on farms are also essential to good animal care.

### Environment

Alberta's vast land mass, relative to the hog population, results in better disease control and excellent herd health status. This is because hog farms are generally widely distributed across the province. Therefore, Alberta's natural environment contributes to healthier animals, lower medication use and a superior, healthy product.



### Superior Swine Genetics

Alberta has a long history of ensuring superior hog genetics. In fact, the organized swine improvement programs in the province have roots as far back as 1928 beginning with the Sow Progeny Test Program. The world famous Lacombe breed of swine was developed in Alberta in the 1940s and 1950s, and was officially registered in 1957.

Today, organizations such as the Canadian Centre for Swine Improvement (CCSI) and the Western Swine Testing Association continue to lead efforts for swine genetic improvements. The Ottawa-based CCSI has one of the largest hog genetics databases in the world.

Most of Alberta's hogs are the product of careful breeding and crossbreeding of Yorkshire, Landrace and Duroc animals, chosen for their outstanding characteristics. Alberta's commitment to swine improvement leads to a superior pork product.

