



Ontario Pork Branding Program

WHAT IS IT?

A program to educate consumers and ensure they “look for the label and choose local Ontario pork when grocery shopping or dining out - at retail and foodservice operations.

The Ontario Pork logo tells a story, as a growing number of consumers are interested in understanding where their food comes from.

It is a story of why local is better. Of the hard work that goes into every plate of pork. And of the farmers who stand behind their products.

HOW CAN I GET MATERIALS?

Visit the Ontario Pork Retail website:
www.ontariopork.on.ca/retail/resources
Complete the online ordering form!

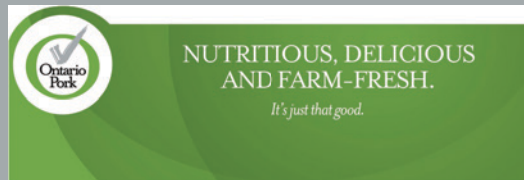
WHAT ARE THE BENEFITS?

- Free to join for retailers and food service operators in Ontario
- Use of the highly recognizable Ontario Pork logo
- POS and branding materials at not cost available on an easy to use online ordering form
- Free Ontario Pork recipe booklets and other resources
- Store added to Ontario Pork’s retail map, providing the location to consumers of retailers who sell local pork
- Subscription to Ontario Pork’s monthly retail and foodservice newsletter, full of expert commentary, unique recipes, and tips and tricks for getting the most out of the pork on your menu

SOME OF OUR POS MATERIALS



Labels and
Window Stickers



Meat Case Dividers
(Small & Large)



Danglers

For delicious and innovative pork recipes, visit ontariopork.com/recipes!

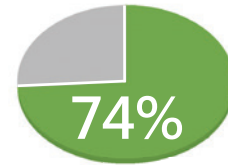
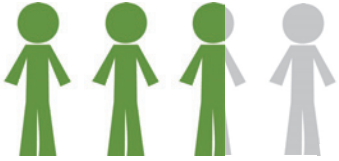


WHAT CAN THE PROGRAM DO FOR MY STORE?

You know the question “Is this locally raised?” is firmly planted in many customers’ minds. Locally sourced pork can change the way you do business.

But don’t just take our word for it—read on to learn more:

71% of diners consider local food an important factor when choosing where to eat.¹

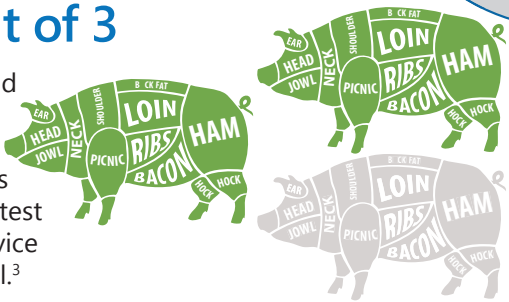


of consumers say they are “very likely” to purchase local when there is signage indicating local.²



2 out of 3

chefs said locally grown meat has the greatest foodservice potential.³



85%

of chefs who use local food do so because of superior quality and freshness.⁴



ZEHR'S IN-STORE SAMPLING STRATFORD, ONTARIO (pictured)

Ontario pork has been proud to host in store samplings in select Zehrs stores in the past to help engage consumers about the benefits of buying Ontario pork.

Our samplings are unique in that we have a local farmer in store to help answer any consumer questions about pork and help connect the consumer to their food. If you are interested in a sampling, you can email comm@ontariopork.on.ca



¹ Zagat survey on Toronto, Ontario diners, 2012 (<http://bit.ly/2fhuGw8>).

² Foodland Ontario Consumer Motivations research study, 2016.

³ University of Nebraska – Lincoln study, 2003 (<http://bit.ly/2emFf1t>).

⁴ Ryerson University study, 2014 (<http://bit.ly/2fhuGw8>).

