



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 tells 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 JOIN?

Contact Ontario Pork for details:
comm@ontariopork.on.ca
1-877-ONT-PORK

WHAT ARE THE BENEFITS?

- Free to join for retailers and foodservice operators in Ontario
- Use of the highly recognizable Ontario Pork logo
- POS and branding materials at no cost
- Free Ontario Pork recipe booklets and other resources
- 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

THE LANCASTER SMOKEHOUSE KITCHENER, ONTARIO

“All of our meats are sourced exclusively from Ontario farmers and smoked over 100% hickory hardwood,” says Chris Corrigan, owner of The Lancaster.

For Chris, supporting local family farmers is vital: “How can I expect my community to support my local business unless I do the same with my suppliers?”



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

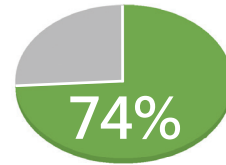
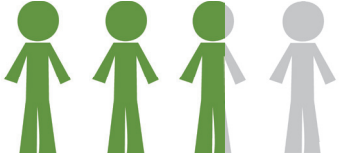


WHAT CAN THE PROGRAM DO FOR MY BUSINESS?

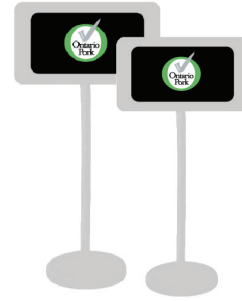
You know the question “Is this locally raised?” is firmly planted in many customers’ minds. Locally sourced meat can change the way you do business.

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

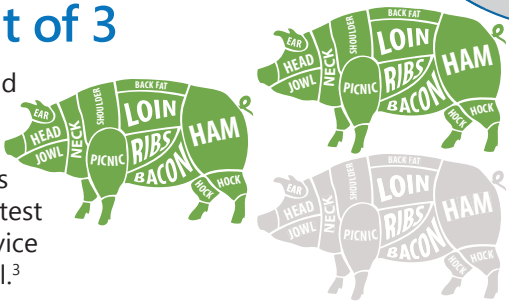


of consumers say they are “very likely” to purchase local when there is signage indicating local.²



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



BOREALIS GRILLE & BAR GUELPH, ONTARIO

“We are able to tell our guests the story of our suppliers and where they can buy the products themselves,” says chief operating officer Court Desautels.

“This kind of transparency really resonates with our guests and it’s what keeps them coming back!”



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>).

