PERFECT CANADIAN PORK ROASTS
SALES GROWTH TASTY PROFITS SATISFIED CUSTOMERS

PERFECT PORK ROAST COOK TO 160°F/71°C
ROAST AT 325°F/160°C
COOK TO 155°F/68°C INTERNAL TEMPERATURE. REST 3 TO 5 MINUTES UNTIL TEMPERATURE REACHES 160°F/71°C.
WWW.VERIFIEDCANADIANPORK.COM
FRESH CANADIAN PORK ROAST
MERCHANDISING GUIDE

The best way to know if meat is cooked properly is to use a meat thermometer, inserted into the thickest part of the roast, to check the internal temperature (160°F/71°C). For roasts, including tenderloin, you can remove the pork from the oven when the internal temperature reaches 155°F/68°C, rest 3 to 5 minutes until the temperature reaches 160°F/71°C.

CUT PORK ROAST LBS KG MIN/LB
@	325˚F	(160˚C)
LOIN
Pork Rib Roast Rack 3–5 1.4–2.2 20–25
Top Sirloin 3–4 1.4–1.8 25–30
Pork Loin Centre Cut 3–4 1.4–1.8 20–25
Tenderloin 3–4 1.4–1.8 20–25

LEG
Leg Roast (bone-in/boneless) 3–4 1.4–1.8 20–25
Inside/Outside Leg 3–4 1.4–1.8 20–25
Sirloin Tip 3–4 1.4–1.8 20–25
Eye of Round 3–4 1.4–1.8 20–25

SEASONED GROUND PORK
Netted Roasts 3–5 1.4–1.7 20–25

CONSUMER MARKETING SUPPORT
— ON-PACKAGE ROASTING LABELS
— PRICE TAG MOULDING GRAPHICS
— RAIL CARDS
— ROASTING GUIDE CONSUMER CARDS
— VERIFIED CANADIAN PORK™ WEBSITE LINK FOR RECIPES
— VERIFIED CANADIAN PORK™ WEBSITE LINK FOR HOME BUTCHERS
— VERIFIED CANADIAN PORK™ WEBSITE LINK FOR HOME CHEFS

The “Prime Rib” of premium quality oven roasts is well-marbled, finely textured and delivers intense flavour.

PORK RIB ROAST, BONELESS
The French-style rib rack is a premium quality oven roast, available in many sizes, perfect for smaller roasts. Rib and porters are well-marbled for tender and juicy results.

PORK RIB ROAST, RACK
“The Coat of Arms” is perfect for special occasions with family and friends. The combination of both the rib end and the centre cut portions of the loin offer something for every guest’s preference.

PORK RIB ROAST, RACK
The “French Style” rib rack is a premium oven roast, available in many sizes, perfect for smaller roasts. Rib and porters are well-marbled for tender and juicy results.

PORK LEG OUTSIDE ROAST, BONELESS
The outside oven roast offers firm-textured medium flavoured lean meat, perfect for larger portion roasts. The tip adapts well to brine, marinades, rubs and glazes to enhance flavour, juiciness and tenderness.

PORK LEG TIP ROAST, BONELESS
The “Sirloin Tip” oven roast offers firm-textured medium flavoured lean meat, perfect for larger portion roasts. The tip adapts well to brine, marinades, rubs and glazes to enhance flavour, juiciness and tenderness.

PORK LEG EYE ROAST, BONELESS
The eye is the smallest sub-primal muscle in the leg making it a perfect choice for smaller portion roasts for one or two persons. The eye often has the highest amount of marbling in the leg, delivering tender and juicy results when cooked correctly.

PORK LEG INSIDE ROAST, BONELESS
The “Baron of Pork” is a firm-textured mild flavoured oven roast, perfect for thin-sliced French dip style sandwiches.

PORK LEG TIP ROAST, BONELESS
The “Sirloin Tip” oven roast offers firm-textured medium flavoured lean meat, perfect for larger portion roasts. The tip adapts well to brine, marinades, rubs and glazes to enhance flavour, juiciness and tenderness.

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PORK LEG EYE ROAST, BONELESS
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PORK BELLY, SIDE PORK ROAST
The “Pancetta” skin-on belly roasts feature well-marbled delicate flavours combined with a crowd pleasing crispy outer skin (crackling).

PORK BELLY, SIDE PORK ROAST
The “Pancetta” skinless belly roasts feature well-marbled delicate flavours combined with tender and juicy results.

PORK SHOULDER BLADE ROAST
Bone-in or boneless blade roasts are perfect for oven or pot roasting, braising and smoking for barbecue or pulled pork. The blade offers firm-textured well-marbled meat that delivers intense flavour and juicy results.

PORK SHOULDER PICNIC, CUSHION ROAST
The “Cross Rib Heart” is a firm-textured, well-marbled roast with intense flavour. Perfect for oven, pot or braised pulled pork recipes.

PORK BELLY, SIDE PORK ROAST
The “Shoulder Loin” is considered in many countries to be the most flavour intense pork roast. Well-marbled medium-textured meat delivers rich flavour and juicy results.

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PROUD SUPPLIERS OF VERIFIED CANADIAN PORK™:

NATIONAL PORK MARKETING PROVINCIAL PRODUCER ORGANIZATIONS: BC PORK PRODUCERS, ALBERTA PORK, SASKATCHEWAN PORK DEVELOPMENT BOARD, MANITOBA PORK COUNCIL, ONTARIO PORK PRODUCERS MARKETING BOARD, PORC NB PORK, PORK NOVA SCOTIA, PEI HOG COMMODITY MARKETING BOARD.

PARTNERS IN SUCCESS: CANADIAN PORK COUNCIL, CANADIAN MEAT COUNCIL.

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FORGROWING Forward 2, a federal provincial-territorial initiative.
Growing Forward 2
Fresh Food. From Real Farmers.