

# WHERE TO BUY



**Manitoba Pork**  
Locally Grown. Globally Preferred.

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[manitobapork.com](http://manitobapork.com)

We think of fresh pork as part of a Manitoba tradition. But when it comes to buying versatile, nutritious, tasty Manitoba pork, how do you know it's been grown at home?

Not all of the pork packaged in Manitoba is raised here, so it can't be labeled as such. What's a conscientious consumer to do?

It can be as easy as **1, 2** or **3**:

- 1. Ask the meat manager at your grocery store.**
- 2. Shop at an independent butcher.**
- 3. Buy directly from the producer.**

### 1. Grocery store

The best way to know exactly what you're buying is to ask the on-duty meat manager. The pork may not always be grown in Manitoba, but in all likelihood it's Canadian. You can find Canadian pork by simply looking for the red and white Canadian Pork labels.



### 2. Independent butcher

There are independent butcher and specialty meat shops in every neighbourhood in most centres, including Winnipeg. Most of these independents source their pork locally within Manitoba. Because they specialize in meat cutting, the independent butchers are among the most knowledgeable sources of information on pork.

*(Hint: Look for stickers that say "Pork – the world's most popular meat.")* Check out the Made in Manitoba Shopping Guide from the Manitoba Food Processors Association at [www.mfpa.mb.ca](http://www.mfpa.mb.ca).



### 3. Direct from the producer

A number of pork farmers in Manitoba sell directly from the farm gate. You might have to travel out of the city to purchase your pork. However, some farms may deliver to your door. Manitoba Agriculture Food and Rural Initiatives has created a list of direct farm marketers on the web. Go to: [www.gov.mb.ca/agriculture/livestock/](http://www.gov.mb.ca/agriculture/livestock/) and look for the Manitoba Meat Buyer's Guide.

Wherever you choose to shop, we encourage you to start a conversation about Manitoba pork. A good butcher or meat manager should be able to answer all of your questions.

The Manitoba Pork website has plenty of information on the world's most popular meat. Check it out at [manitobapork.com](http://manitobapork.com) or call **(204) 237-7447**.

