

Next Steps for the Ultimate Canadian Pork Burger Promotion for Foodservice

Inspiration For Your Menu. Treat your guests to delicious Canadian pork burgers—here are a few ideas to inspire you. Contact Canada Pork for more ideas and resources to create your own Ultimate Canadian Pork Burger features.

GREAT CANADIAN RESTAURANT


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FEATURE MENU

...


The Ultimate Canadian Pork Burger made with premium VERIFIED CANADIAN PORK™

STARTERS




Sliders
A perfect addition to your starter and sharing menu, these mini-burgers offer an opportunity to create a variety of different burgers styles and flavours. Create your own signature sliders.


FEATURES



What’s for Breakfast
A taste sensation. Delicious Canadian pork thick-style burgers served with your favourite breakfast foods.



Smash Burgers Your Way
A custom blend of Canadian pork ribeye, pork tenderloin, and pork belly. Thin, crispy, juicy, and full of flavour.



Stuffed Burger Delight
A delicious pork burger stuffed with aged cheddar cheese and cooked to melted perfection.

The Verified Canadian Pork™ story.
Verified Canadian Pork™ offers farm-to-table quality assurance with premium quality, food safety and responsible animal care along with processing assurance systems. And, like all Canadian pork, Verified Canadian Pork™ is raised without added hormones. These come together to produce outstanding Canadian pork.



FOR MORE INFORMATION ABOUT CANADA PORK PROGRAMS AND SERVICES CONTACT:
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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.

Ultimate Canadian Pork Burger





verifiedcanadianpork.com

Your Guide to the Ultimate Canadian Pork Burger

Create the Ultimate Canadian Pork Burger using premium Verified Canadian Pork.™ Use this guide to create unique pork burgers for your retail or foodservice business. Then access the Canada Pork resources highlighted in this brochure to promote your custom pork burger program.

Step 1 | Cuts for the Ultimate Canadian Pork Burger

Use any Verified Canadian Pork™ cut to create a customized pork burger. Each cut has a lean point to help guide the lean-to-fat ratio of your custom burger. Refer to the Canadian Pork handbook for the lean percent content for trimmings. The lean percentages shown below are guidelines only. Actual lean percentages will fluctuate depending on a number of factors including individual processor specifications.



LOIN, TENDERLOIN
CPI#C227
Extra Lean – 95%



LEG (FRESH HAM), OUTSIDE, BONELESS CPI#C106
Extra Lean – 95%



LEG (FRESH HAM) INSIDE, BONELESS CPI#C107
Extra Lean – 95%



LEG (FRESH HAM), KNUCKLE, BONELESS CPI#C108
Extra Lean – 90%



LOIN, SHORT CUT BACK, BONELESS, MAIN MUSCLE CPI#C211
Extra Lean – 90%



LEG (FRESH HAM), BONELESS, SKINLESS CPI#C105
Extra Lean – Medium – 80%



LOIN, SIRLOIN CPI#C235
Lean – 80%



PORK RIB ROAST, BONELESS
Medium – 85%



SHOULDER, PICNIC, BONELESS CPI#C315
Medium – 80%



LOIN, SHORT CUT BACK, BONELESS CPI#C205
Medium – 80%



SHOULDER, BLADE (BUTT), BONELESS CPI#C325
Regular – 75%



BELLY, SKINLESS CPI#400
55-60%



JOWL CPI#C620
35%

Step 2 | Calculate your Custom Pork Burger Blend

Mix different cuts to create a unique blend that is truly your own. Develop your own burger blend then promote it by describing the cuts used. Use the following formula to create your custom blend. Following are examples to illustrate how to use the formula.

(% Ratio of First Cut x Lean % of First Cut) + (% Ratio of Second Cut x Lean % of Second Cut) = New Mix Lean %


Any number of cuts can be used as long as the cut ratio equals 100.

BURGER BLEND EXAMPLES	CUTS	% RATIO OF EACH CUT	LEAN % OF EACH CUT	NEW MIX LEAN %
Mix #1	Jowl Rib Roast	10% 90%	35% 85%	80%
Mix #1 Formulation Example: (10% x 35%) + (90% x 85%) = 80%				
Mix #2	Belly Skinless Knuckle Boneless Outside/Inside Boneless	21% 25% 54%	55% 90% 95%	85%
Mix #3	Blade (Butt) Boneless Tenderloin	25% 75%	75% 95%	90%




Step 3 | Ultimate Canadian Pork Burger Styles

Once you have your ultimate burger blend, it's time to choose the type of burger you want to offer. Following are four burger styles featuring a mix of classic and innovative choices perfect for offering pre-made at retail for home cooking or on the menu for a foodservice feature.




SLIDERS These mini burgers are perfect as a starter or for appetizers for a crowd. Use different toppings and offer a selection of burger taste sensations. To prepare, make a patty 4” in diameter using 2 ounces of a pork burger blend, then cook to an internal temperature of 160°F/71°C.



SMASH BURGERS Smashing a burger patty creates a crispy outer crust with a moist, juicy centre. Take 3-ounce pork meatballs, either ready to be smashed or pre-smashed using parchment paper, and flatten to ¼” patty before cooking to an internal temperature of 160°F/71°C.



STUFFED BURGERS Pork burgers stuffed with cheese offer the ultimate cheeseburger. Place 3 ounces of ground pork meatballs between sheets of parchment paper; flatten to ¼” thick patty. Place sliced cheese in the centre, leaving a 1” border; place second patty on top; seal edges well. Cook to an internal temperature of 160°F/71°C.



THICK BURGERS Thick burgers provide a hearty, delicious taste experience ready for your favourite toppings. To prepare, use 8 ounces of ground pork to form a 1” thick burger patty. Cook to an internal temperature of 160°F/71°C.

Step 4 | Ultimate Canadian Pork Burger Cooking Method Suggestions

After creating the ultimate burger mix and choosing a burger style, it's time to get cooking—four cooking methods are highlighted here. Each offers a different texture and flavour resulting in juicy and delicious pork burgers.



SMOKING Smoke patties in a smoker for 30-45 minutes to an internal temperature of 150°F/66°C. Then, grill patties on high heat; flip once a sear is formed. Cook to an internal temperature of 160°F/71°C. Great for thicker burgers, adds a hint of smoky flavour.

FLAT TOP GRIDDLE This cooking method results in a seared crust. Perfect for smashed burgers, it can be used for any burger style. Preheat flat top griddle to medium-high, place pork meat on griddle, flatten to a ¼” thickness. Sear one side and flip, then finish to an internal temperature of 160°F/71°C.

PAN Pan cooking creates a seared crust that adds flavour. Cast iron pans are ideal for this method, Use cast iron pans (with or without raised grill ridges) to create perfectly cooked burgers. Sear each side and cook each burger to an internal temperature of 160°F/71°C.

FLAME BBQ An excellent method for thicker burgers. When cooked on a flame BBQ, the juices and fat from the burger vaporize as they hit hot surfaces, coating the burger and giving it a classic grilled flavour. Cook burgers on medium-high heat to an internal temperature of 160°F/71°C.

Next Steps for the Ultimate Canadian Pork Burger Promotion for Retail

Now that you have created your Ultimate Canadian Pork Burger offerings, Canada Pork has custom resources to support your Verified Canadian Pork™ pork burger program.



Verified Canadian Pork
FARM-TO-TABLE QUALITY ASSURANCE
On farm food safety and quality assurance system
Responsible animal care
Responsible land use
Responsible processing and Canadian pork
HACCP approved processing facilities
Would-also meet inspection system
A commitment to excellence
verifiedcanadianpork.com



Ultimate Canadian Pork Burger
FARM-TO-TABLE QUALITY ASSURANCE
SCAN FOR A VIDEO SHOWING HOW TO MAKE THE ULTIMATE CANADIAN PORK BURGER
VERIFIEDCANADIANPORK.COM



Ultimate Canadian Pork Burger
FARM-TO-TABLE QUALITY ASSURANCE
Experience the taste of juicy and delicious pork burgers. Made with Canadian pork raised without added hormones*
*All Canadian pork



Ultimate Canadian Pork Burger
Experience the taste of juicy and delicious pork burgers.
\$ 2.50 kg