

We're proud of it. You should be too!



Canadians will be reminded to look for the Fresh Canadian Pork sticker during the 2010 Vancouver Olympics!

Pork Marketing Canada has secured 26 spots running during the second week of the Olympics, at various times during morning, afternoon and evening broadcasts.

We know based on consumer research that the :15 "Choose Canadian" spot resonated with Canadians and after seeing it, were far more likely to look for Fresh Canadian Pork next time they shopped.

We're proud to be part of this historic event, and are cheering on both our Canadian athletes and sales of Fresh Canadian Pork!

