Increasing Canadian pork consumption, market share and competitiveness through enhanced nutritional values and overall quality with a functional molecule in pork meat

- Claude Gariépy, Food Research and Development Centre, AAFC
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The main objective of the project overall is to differentiate Canadian pork by increasing the content of a functional molecule in the meat.

Summary

In this project, the levels of functional molecule content in the muscle of Canadian purebred pigs will be quantified.

Deposition of the functional molecule will be studied according to the genetics of the pigs, thus enabling identification of animals with enhanced levels of this molecule.

The functional molecule content will be increased through dietary supplementation in swine feeds: researchers will determine its effects on overall sensory, technical and keeping properties of fresh and chilled pork and processed products.

The functional molecule content of enhanced pork will be compared with current naturally-occurring levels in Canadian pork, beef and poultry and with US pork.

Domestic and export marketing strategies will be developed in light of consumer reactions to pork with enhanced functional molecule content.

Collaborators	
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