



MEDIA ADVISORY

Opening Manitoba's newest beef plant

Keystone Processors Ltd. celebrates official opening and "tenderloin cutting"

Keystone Processors has completed the first phase of its ongoing renovation and sent its first shipment of Manitoba beef to market. Plant upgrades will continue as the company prepares to become the first new federally-inspected beef packing facility in Manitoba in a generation.

Please join us for a short tour and to hear about the company's progress.

What: Official opening – short ceremony, tenderloin cutting, tour

When: Tuesday, March 10, 11 a.m.

Where: Keystone Processors Ltd., 663 Marion St., Winnipeg

Interviews:

- 1) Kelly Penner, President of Keystone Processors
- 2) Corry Berndsen, Vice President Operations of Keystone Processors
- 3) Kate Butler, Executive Director of the Manitoba Cattle Enhancement Council

Photo/video opps:

- 1) Tenderloin cutting celebrating official opening of new beef plant
- 2) Tour of renovated portion of the plant including our new processing line
- 3) Assembled investors, dignitaries and other invited guests

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