

For Immediate Release

Mmmm... premium, Manitoba-raised beef for sale Winnipeggers can now buy hormone-free steaks, burgers direct

Winnipeg, August 12, 2009 – Winnipeggers have a new inside track to top quality hormone-free beef straight from the farm now that Keystone Processors Ltd. has opened its online store to sell Manitoba-raised beef direct to consumers.

The beef processing plant, which opened earlier this year on Marion Street in St. Boniface, is working with Natural Prairie Beef to bring NPB's brand of premium, locally raised, hormone-free beef to the Winnipeg market. Consumers can now purchase steaks, burgers, hamburger and wieners by the box. Orders can be placed online or by phone for pick-up or city-wide delivery.

"It's like having a rancher and a butcher in your family. You get the best of both and can fill your freezer," said Kelly Penner, President of Keystone Processors. "This is some of the best beef you'll find and we're making sure we're selecting only the best cuts. Winnipeggers will be hard-pressed to find anything tastier to put on their barbeques, and they'll like our prices too."

The company is offering a wide variety of steaks including ribeyes, striploins, sirloins and t-bones. It is also selling lean ground beef, boxes of hamburger patties and all beef premium wieners. And because the company is selling directly to consumers, the prices are competitive to stores.

"Ordering food online is common in many parts of the continent and we think it will take off here in Winnipeg," said Penner. "This is a great way for a family to order its beef in bulk and know they're getting the best quality and best taste possible. We're also welcoming friends and family to bundle their orders together." The new service is also ideal for business functions, charity fundraisers, church picnics and community groups.

Natural Prairie Beef is a farmer-owned Manitoba company committed to raising cattle without the use of hormones. The European Union has banned imports of hormone-raised beef out of concerns for food safety and the long-term health effects. Both Keystone Processors and Natural Prairie Beef follow extensive food safety protocols including full gate-to-plate traceability, so each order can be traced back to its original farm.

Keystone's Natural Prairie Beef steaks are aged a minimum of 21 days. Aging is important because it makes the meat more tender and flavourful and gives it a soft, juicy texture. Most steaks sold in grocery stores are aged only seven to 14 days.

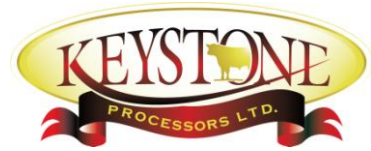
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Backgrounder

What's for sale

Keystone Processors Ltd. is selling hormone-free beef raised by the farmer-owners of Natural Prairie Beef.

We're selling a variety of steaks, all aged at least 21 days:

- Ribeyes,
- Sirloins
- Striploins
- T-bones

We also have lean ground beef, hamburger patties and all beef wieners for sale.

How to buy

Buy them online at www.KeystoneProcessors.com, or call us at 204-235-0454.

You can even drop in at our location at 663 Marion Street (two blocks east of Archibald).

Store hours

Monday to Friday: 9 a.m. to 6 p.m.

Saturday: 10 a.m. to 4 p.m.

Buy Local

When you buy local, you're not only getting high quality, great tasting and nutritious food products... you're also keeping more of your money here in Manitoba supporting farmers who are creating value-added jobs here at home. You're also reducing environmental costs associated with long distance transportation of foods from all over the world to your local supermarket.

Great chefs always seek out local food producers to ensure they have the freshest and finest ingredients. Follow their lead and give some of our beef a try today!