



**For Immediate Release**

## **Opening Manitoba's newest beef plant**

### **Keystone Processors Ltd. celebrates official opening**

**Winnipeg, March 10, 2009** - Keystone Processors has completed the first phase of its ongoing renovation and sent its first shipment of Manitoba beef to market. To celebrate the milestone, the company held an official opening today where managers and investors cut into a tenderloin in lieu of the traditional ribbon.

"We're pleased to be up and running with trucks at our loading docks," said Corry Berndsen, Keystone Processor's Vice President of Operations. "This is just phase one done. We're continuing with our plant upgrades and new construction with a view to having the plant fully operational by 2011."

Keystone Processors has begun operations processing boneless beef for retail and wholesale operations. Its first customers included Winnipeg Old Country meats and Deluca Specialty Foods.

The plant is currently using a separate facility for slaughtering as its renovations continue. Plans call for the completed plant to be a Canadian Food Inspection Agency inspected facility capable of slaughtering between 250 and 500 head of cattle a day. The federal licence will permit it to tap major domestic buyers as well as key export markets. For now, it is focusing on developing its business in the Manitoba market.

"We've heard from many producers who are happy to reduce their transportation costs with a close-to-home option to sell their animals," said Berndsen. "And we know there's a ready market of consumers, restaurants and retailers who are seeking premium quality, Manitoba-raised beef."

The company is currently in discussions with several potential buyers to serve certain premium, niche markets including the growing Kosher and Halal beef markets in North America and the Middle East, and the rapidly expanding Asian markets in countries such as China, Korea and Taiwan.

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