



## **JBS Canada Continues to Evolve For Canadian Retail and Food Service**

*Dedicated Canadian Beef Company Set to Provide Consumer Ready Product Offerings*

**November 30, 2018**

JBS Canada, a leading Canadian processor of high quality, sustainable beef products for retail and food service, is expanding its portfolio and related service to now include custom consumer ready solutions.

Effective today, JBS Canada enters the case ready business in Canada in a meaningful way. It has purchased all the existing Calgary, Alberta based, Mountain Creek Farms' assets, buildings and equipment. This is a sizeable investment that ensures customers of JBS Canada will be well served.

The company will immediately begin connecting with retail, food service and distribution customers to now provide a local Canadian option to their existing, strategic growth and/or potential case ready programming.

“In keeping with our vision and mission to provide ‘unmatched quality and service’, we will manage this business unit in a very specialized, innovative and boutique manner, confirmed David Colwell, President, JBS Canada. This investment confirms our commitment to the Canadian beef industry and our valued team members. In addition, all Canadian businesses seeking a local viable partner alternative to align with in helping to differentiate and add value to their business entering 2019,” noted Colwell.

JBS Canada is energized by the opportunity to now partner with leading companies striving to keep pace with evolving consumers in the domestic and international marketplace in terms of tailored beef offerings and innovative packaging.

JBS Canada is now able to provide a full complement of consumer ready product offerings under its existing Northern Meat Shoppe consumer ready brand, as well as other dedicated 100% Canadian beef brands and program tailored to meet the expectations of today's consumer.

Whether existing JBS Canada brands or partner private label strategic initiatives tailored towards portioned steaks, roasting items, further trimmed, cut, further processed, portioned or packaged alternatives, through this local investment, JBS Canada is more fully equipped to help and support Canadian retailers and food service for the long term.

The advantages of consumer ready beef are proven:

-  **Efficient** – immediate merchandising with reduced labour and handling.
-  **Confidence** - vacuum packed, for extended shelf life without compromising safety, quality or visual appeal.
-  **Integrity** - preserved during production, shipping, transport and handling in market.
-  **Comprehensive** - branded & program offerings to enable customer strategies, goals and priorities in market.
-  **Differentiation** – supports product uniqueness, smaller pack size options, and price points to satisfy consumer expectations and consumption patterns.
-  **Loyalty** - sealed in freshness and quality for consistent consumer experience – every time.



For more information about JBS Canada's new product line of consumer ready beef, please contact Rob Meijer, Business Lead, JBS Canada – Business Development and Marketing @ (403) 690-7167 or [rob.meijer@jbssa.com](mailto:rob.meijer@jbssa.com).



JBS Canada commits to never compromise the integrity of the food we are entrusted to produce for our customers and consumers. Our products begin with hard-working ranchers and farm families who faithfully raise only the highest quality breeds with utmost care and attentiveness. Our unwavering commitment to sustainable, humane beef production and our dedicated team that takes pride and responsibility in the food they are called upon to hand-craft each and every day is what gives us the true JBS Canada Advantage of "Unmatched Quality and Service". For more information please visit: <https://jbsfoodcanada.ca/>.