



FOR IMMEDIATE RELEASE

Ontario Finest Meat 2010 Calendar: 12 delicious ways to commemorate an OIMP milestone

GUELPH, ON – November 6, 2009 – Ontario Independent Meat Processors (OIMP) kicks off its 30th anniversary celebrations today with the official release of the *Ontario Finest Meat 2010 Calendar* at The Royal Agricultural Winter Fair in Toronto.

Platinum Award-winning products from the 2009 Ontario Finest Meat Competition are featured in monthly recipes developed by Chef Nicole Young. Each recipe is accompanied by suggested wine and/or beer pairings from Wines of Ontario and Ontario Craft Brewers.

“This calendar celebrates the efforts of our association and our members over the past 30 years and proudly showcases some of the outstanding products Ontario’s independent meat processors have to offer,” said Laurie Nicol, Executive Director, OIMP.

OIMP’s anniversary celebrations will continue in the New Year with the launch of a redesigned website in January 2010 and special festivities at the OIMP 30th Annual Conference – *The Meating Place* – in Niagara Falls, February 26-28.

“As we approach this significant milestone, we not only take a look back at what we’ve accomplished, but we also look forward with renewed vigor as we work together to develop innovative strategies to move the industry forward,” said Tony Facciolo, President, OIMP.

The 2009 Ontario Finest Meat Competition included more than 100 premium meat and poultry product entries in 12 categories. The winning products, selected by food industry professionals and media, were announced at OIMP’s annual conference in February. The competition was part of an OIMP initiative to promote Ontario’s finest meat and poultry products through an extensive consumer and retail campaign funded, in part, by the Ontario Ministry of Agriculture, Food and Rural Affairs through the Ontario Market Investment Fund (OMIF).

For a full list of 2009 Platinum, Gold and Silver Award winners and an online search tool for locating other quality Ontario meat and deli products, go to www.ontariomeatproducts.ca.

Ontario Independent Meat Processors (OIMP) is the representative voice of the independent meat processor in Ontario, working closely with agricultural and commodity organizations and various levels of government for over 30 years. OIMP’s membership includes meat and poultry processors, retailers, wholesalers and suppliers to the industry. The meat sector represents 20% of Ontario’s food manufacturing industry, contributing over \$6.5 billion to the province’s economy. For more information, visit www.oimp.ca.

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