



FOR IMMEDIATE RELEASE

Ontario Independent Meat Processors issues a call for entries for the 2011 Ontario Finest Meat Competition

GUELPH, ON – December 14, 2010 – Ontario Independent Meat Processors (OIMP) officially issued a call for entries today for the **2011 Ontario Finest Meat Competition**. Searching for the best Ontario processed meat and poultry products, it promises to be an exciting contest with new categories being introduced and a stellar roster of knowledgeable, influential judges including retail buyers, media, chefs and home economists.

"This competition showcases both the traditional and the innovative, artisanal processed meat products produced by Ontario meat processors using meat and poultry raised by Ontario farmers," said Laurie Nicol, Executive Director, OIMP.

Platinum, Gold, and Silver will be awarded in each category with winners announced on Saturday, March 5, 2011 at the OIMP Awards Gala held at the Doubletree by Hilton – Toronto Airport.

Winners will benefit from the industry recognition, professional photography and extensive media outreach program. In addition, winning products may be eligible to be featured in the OIMP Market Development Pilot Program, an initiative designed to get member products onto retail shelves and into the hands of consumers across the province.

The deadline for entries is 4:30 pm (ET) January 17, 2011.

Competition categories are:

- Side Bacon
- Back Bacon
- Coiled
- Black Forest Ham
- Bone In Ham
- Cold Cuts
- Beef/Veal Deli Roast
- Poultry Deli Roast
- Fermented Sausage
- Premium Dry Cured
- Fresh Sausage
- Cooked and/or Smoked Sausage
- Premium Wiener
- Health Trends

Please visit www.oimp.ca/communications/competition.aspx for more details about the competition including registration, a list of competition judges, and full rules and regulations.

About the Ontario Independent Meat Processors

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. The association's membership includes meat and poultry processors, retailers and wholesalers; industry suppliers and not-for-profit organizations that support OIMP's objectives. Ontario's meat sector represents 20% of Ontario's food manufacturing industry, contributing over \$6.5 billion to the province's economy.

For more information, please visit www.oimp.ca.

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