



Raw, Smoked, Cured or Coiled

Ontario's Finest Meat Competition issues a call for entries

GUELPH, ON October 30, 2008 –The Ontario Independent Meat Processors (OIMP) today issued a call for entries for the Ontario Finest Meat Competition. Processors from across the province are invited to submit a premium meat or poultry product for a chance to be crowned in one of 12 categories. Winners will be selected by a panel of judges, and each product will be evaluated based on visual and consumer appeal, uniqueness, flavour, texture and aroma. Entries may only use Ontario meat and poultry in the products.

Participants can enter up to two (2) items in each of the following twelve categories:

- Ham
- Country Style Bacon
- Coiled
- Cold Cuts
- Deli Roasts
- Fermented Sausage
- Premium Dry Cured
- Fresh Sausage
- Cooked and/or Smoked Sausage
- Innovative Product
- Home Meal Replacement
- Homegrown Ontario™ Beef Steak

“Judged by professionals in the industry, this competition provides an opportunity for OIMP members to showcase their talents and specialty products,” says Laurie Nicol, executive director, Ontario Independent Meat Processors. “We hope this challenge will educate consumers and retailers on the quality and variety of Ontario meat products.”

Entries will be evaluated by a panel of food industry professionals and media on Thursday, January 22, 2009. The top three entries from each category will be announced at the OIMP Awards Gala on Saturday, February 21, 2009 and each will receive extensive promotional and publicity opportunities throughout the year which will include media relations and participation at trade and consumer shows. In addition, the twelve first place winners will have their product featured in a recipe developed by Chef Nicole Young which will then be professionally photographed and distributed to media. The top entries will also appear in the 2010 OIMP 30th Anniversary Calendar.

Interested food professionals can review the official rules and regulations at www.oimp.ca, and entry forms must be completed and returned no later than **January 8, 2009**.

Ontario Independent Meat Processors

The OIMP is a voluntary, non-profit association founded in 1979 that currently represents 165 of Ontario meat and poultry processors. Ontario's meat and poultry industry contributes over \$6.5 billion to Ontario's economy representing 20% of Ontario's food manufacturing industry.

For more information, please contact:

Cara Epp / Nicole Meitsch

Faye Clack Communications Inc.

905-206-0577 ext. 241/226

cepp@fayeclack.com / nmeitsch@fayeclack.com