



Ontario's Finest BUTCHER

Lococo's Butcher Defends Title

Peter Baarda brings it home (again)

FOR IMMEDIATE RELEASE

Guelph ON, October 29, 2015 - Peter Baarda from Lococo's, Stoney Creek, was surrounded by a table of family, friends, and co-workers when the announcement was made Saturday night at the OIMP Awards Gala that he had successfully defended his title of Ontario's Finest Butcher.

Baarda, wholesale meat manager for A. Lococo Wholesale, Stoney Creek, was one of the three finalists facing off in the final round that afternoon on the Expo trade show floor. Up against Damian Goriup from Florence Meats, and Joe Vercesi from Cataldi Fresh Market, they each received a whole chicken, veal outside round, and beef top butt, to prepare display-ready items in the short half hour they were given. A combined score from attendees and judges determined it was Peter that would carry the honour once again.

"I want to thank OIMP for a wonderful weekend and for the opportunity to defend the title of Ontario's Finest Butcher. I have grown quite fond of it, and may have a difficult time giving it back," teases a good-spirited Peter Baarda.

"There is an immediate and constant need for butchers in Ontario. Meat cutting is a lost art and this was a great opportunity to present the profession in a positive light," says Laurie Nicol, executive director, OIMP. "We were pleased to have eleven competitors enter and look forward to growing that number every year."

In the elimination round held in September, competitors from around the province had thirty minutes to transform a fresh pork bone-in leg, bone-in butt, and bone-in loin, into merchandisable cuts of their choice, and were judged on the degree of difficulty/efficiency and skill level in boning, trimming and cutting, primal cut utilization and financial performance. (Watch the [Elimination Round](#) held in September.) In the final round, it was still about skill but added creativity and consumer-appeal to the judging criteria.

Baarda has 24 years experience ranging from abattoir to high-end butcher shops, has trained under second and third generation butchers and has been with Lococo's for the past 7 years.

About Lococo's

Lococo's has been well established for over 100 years. Marking their name as a produce supplier and small local market walk in store, for the first 99 years, Lococo's has decided to move into their first large retail location having more than 25 thousand square feet. After a year of selling produce, select frozen and grocery items, they have integrated a meat production and now sell over 350 different types of meat items including beef, chicken, pork, and veal items.

About the OIMP

Ontario Independent Meat Processors (OIMP) is the representative voice of the independent meat and poultry processor in Ontario, working closely with agricultural and commodity organizations and various levels of government for over 35 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.

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