

Ontario's Finest BUTCHER



Three Ontario's Finest Butcher Finalists Announced

After a day of fierce competition

FOR IMMEDIATE RELEASE

Guelph ON, September 15, 2020 – Bolstering the artisan skills of the trade was on the agenda yesterday at Halenda's Meats in Mississauga where 12 competitors squared off to determine who the finalists will be for this year's Ontario's Finest Butcher Competition. The competition was hosted by Meat & Poultry Ontario (MPO), the industry association which represents meat and poultry processors.

The three butchers moving on to the final round at Storehouse 408 in Cambridge on September 21 are:

Dave VanderVelde, [VG Meats](#), Stoney Creek, @vgmeats

Steve Toms, [Fortinos Supermarkets](#), Hamilton, @fortinosfiestamall

Frank DiGenova, [Butcher By Nature](#), Toronto, @butcherbynature

Competitors 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 professionalism, workmanship and skill level in boning, trimming and cutting, primal cut utilization and yield and profitability of final cuts.

The elimination round took place at Halenda's - The Meat Store in Mississauga. The 250kgs of pork donated by Conestoga Meat Packers, Breslau, will be packaged by Halenda's and delivered to Second Harvest Food Rescue.

Tune in to Meat & Poultry Ontario's Facebook page at 11:30 on September 21 to watch the finales live <https://www.facebook.com/MeatPoultryON>.

Competition proudly supported by:



ABOUT MPO

Meat & Poultry Ontario (MPO) is the representative voice of Ontario's meat industry. Our members are independent businesses proud to serve the communities they live and work in. The association is comprised of meat and poultry processors, wholesalers, and retailers; industry suppliers; and not-for-profit organizations that support MPO's objectives.

Ontario's meat and poultry sector employs 25% of Ontario's food and beverage processing industry — the single largest manufacturing employer in Ontario — and generates \$8.8 billion of the province's \$42 billion food and beverage processing industry revenue.

Media Contact:

April Jackman

Events, Marketing and Communications Manager, MPO

(519) 763-4558 x225

april@meatpoultryon.ca

www.meatpoultryon.ca