



Media Release

December 13, 2012: For Immediate Release

How important is local beef production?

The ability to process beef and beef products here at home not only generates local economic activity, the stringent processing protocols provide a safe food product for consumers to enjoy. Nova Scotia has over 20 provincially inspected processing facilities which provide local beef products to local restaurants, markets, small retailers or online.

Nova Scotia beef farmers are good environmental stewards; they live and work in our rural communities and provide a product that is grown using safe, sustainable farm practices.

Terry Prescott, Chairman of the Nova Scotia Cattle Producers says, "Provincially inspected meat provides consumers with safe, high quality beef while providing economic benefit to our local communities." "We encourage consumers to increase their awareness about their food and how it is produced," he adds.

We have a competitive advantage in beef production here in Nova Scotia compared to other parts of the world based on our climate and ability to grow high quality forages. We are also seeing an increased desire from consumers to see where their food comes from. Prescott says, "This is a positive trend."

Based on consumer feedback from a recent open farm day event, one consumer indicated, "We wanted to visit farms that produce grass-fed beef." They took time to visit a farm to "help our children understand where our food comes from."

By buying local beef and getting to know the farmer that grows your food, you can ensure a safe, high quality product for your family. If you are interested in sourcing local product, contact the Nova Scotia Cattle Producers office at 902-893-7455

-30-

For further information contact:

Brad McCallum
Managing Director, Nova Scotia Cattle Producers
Tel: 902-893-7455
Email: info@nscattle.ca