



## **News release**

*March 9, 2004*

### **Alberta invests \$3 million into beef product development**

*Edmonton...* Since last October, close to \$3 million has been invested in the development of new and innovative beef products and the expansion of Alberta's beef processing industry.

Through the \$4-million Beef Product and Market Development Program, a total of 15 grants have been approved that will support market-driven initiatives that use meat from animals over 30 months of age.

"Our beef industry is facing a new reality and must adapt," said Shirley McClellan, Deputy Premier and Minister of Agriculture, Food and Rural Development. "We needed to find new uses and markets for cattle over 30 months old and thanks to the entrepreneurs of this province, we are finding ways to process more of our product right here."

The Beef Product and Market Development Program is focused on four main areas: secondary beef processing expansion; new product development; market re-entry; and, new market development.

Some of the products being developed include new meat snacks, beef jerky, ground meat patties and specialty pet food. The program also assists processors to expand their current production capabilities and train staff, as well as market their new products.

Grant recipient Ginger Beef Corporation of Calgary, plans on using its funding to help expand distribution of their ginger beef product made from cattle over 30 months old. "We have several projects under development such as a boxed frozen food line for retail distribution. We are also planning to set up a custom meat cutting department that will help us sell more raw meat products to restaurants and food service companies for their prepared beef dishes," said Ted Yan, Vice-President of Business Development. "The funds will also help us aggressively pursue expansion into eastern Canada where we believe there is little competition and great market potential."

McClellan added, "Alberta beef is a world-class, quality nutritious product and helping companies develop new products and increase their marketing efforts in a post BSE-world is definitely a worthwhile investment."

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