



Ontario Corn Fed Beef Receives Internationally Recognized 'Superior Taste Award'

Local beef awarded with three golden stars for exceptional taste

FOR IMMEDIATE RELEASE

June 1, 2023 (London, ON) – The Ontario Corn Fed Beef Program has received a 3-Star Superior Taste Award from the International Taste Institute for their quality beef. This is the fifth time Ontario Corn Fed Beef has been awarded this recognition. The Superior Taste Award is the only stamp of quality in taste granted by 135 food and drink opinion leaders that are Michelin starred chefs and sommeliers. Today's consumers are demanding exceptional quality and taste, and receiving this award demonstrates that Ontario Corn Fed Beef has what it takes to meet this high demand at home and around the world.

Similarly to the Michelin guide of gastronomy, the International Taste Institute does not organize a competition, but assesses and rewards products on their own merits. Only products having received a mark superior to 70 per cent will be granted a Superior Taste Award of one, two or three golden stars. The Ontario Corn Fed Beef Program received a grade of over 90 per cent, with three golden stars, marking the exceptional taste of the product.

The jury, representing 17 different nationalities, is composed of members of prestigious culinary institutions in Europe.

"We are very honoured to receive this recognition for our exceptional quality beef," says Jim Clark, Executive Director of the Ontario Cattle Feeders' Association. "This high grade and praise for our quality beef with superior taste is a direct result of our nutritionally balanced feeding program, our on-farm management and animal health practices, all of which contribute to our consistent quality."

The Ontario Corn Fed Beef Program, a brand owned and run by Ontario beef farmers and cattle feeders for the past 23 years, operates with the belief that by feeding top quality forages, grains and minerals as part of a nutritionally balanced diet combined with top quality cattle, results in a naturally great tasting beef.

"Generations of knowledge from our members and partners make them experts at what they do. This, combined with their love for what they do, shows through in the beef products we produce," says Clark. "Producing great tasting beef and addressing societal needs is all part of the brand we are so proud to showcase to the world. Receiving this international recognition is a true testament to the philosophy we have."

The Ontario Corn Fed Beef Program works closely with all industry partners such as the Beef Farmers of Ontario, Grain Farmers of Ontario, Ontario Soil & Crop Improvement Association and the Ontario Ministry of Agriculture, Food & Rural Affairs to ensure the long-term sustainability of the beef and crop sectors in the province.

In demand at retail and at foodservice at home and around the globe, Ontario Corn Fed Beef has gained a reputation for its great beef flavour, tenderness, and consistent quality.

“Each of our 500 plus beef farming and cattle feeding families, our quality assurance team, as well as our partners in processing, packing, retail and food service share in this great award,” says Clark. “We care about great beef at every step of the process, and thank our producers and partners for their commitment. The proof is in the beef, and this award reinforces that.”

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For More Information

John Baker, Director Brand Management and Business Development, john@ontariocornfedbeef.com

About Ontario Corn Fed Beef

- Ontario Corn Fed Beef is currently featured in Loblaw and affiliate stores and retail outlets and restaurants across Ontario.
- Ontario Corn Fed Beef is exported to major markets around the world including Japan, Vietnam, Korea, USA, United Arab Emirates, Qatar and Kingdom of Saudi Arabia.
- Ontario’s cattle and beef sector supports more than 11,000 jobs and contributes about \$4 billion dollars to the province’s economy.
- All Ontario Corn Fed Beef cattle are fed and processed in Ontario.
- The Ontario Corn Fed Beef program was launched in June of 2001 to sustain the cattle and beef sectors in Ontario and expand the market for and profile of Ontario-produced beef. By expanding the market presence of this brand, Ontario Corn Fed Beef has been positioned as one of the leading brands of premium beef in Canada.
- Globally, the Ontario Corn Fed Beef program provides consumers with an identifiably Ontario brand of beef which has come to be known as consistently great tasting, wholesome, and raised in the natural environment of Ontario.
- The Ontario Corn Fed Beef program has grown into one of the largest producer-owned and branded beef program in Canada, currently producing an average of over 330,000 head of certified cattle annually.
- Various reports have credited the Ontario Corn Fed Beef program for generating an additional \$26 per head for all cattle sold in the province of Ontario.
- For more information on Ontario Corn Fed Beef visit www.ocfbeefstory.ca or www.ontariocornfedbeef.com
- For more information on the International Taste Institute, please visit the website at International Taste Institute - www.taste-institute.com



Since 2019, beef farmers in Ontario, through their check-off investment, have financially supported a market development venture between the Beef Farmers of Ontario and the Ontario Cattle Feeders’ Association. As part of this venture, a joint marketing committee was formed with representatives from both organizations who are focused on increasing the market penetration of Ontario-branded beef, both at home and abroad.