



You'll feel like family.

News Release

For immediate release

Vancouver Island Raised Meats now available at Country Grocer

Victoria, BC (January 10, 2011) – Country Grocer believes in supporting Vancouver Island Agriculture and has recently made a commitment to carry Vancouver Island beef, pork and chicken in all six locations.

“Because we are locally owned and operated, we really want to make a commitment to supporting local products and our farmers”, says Tammy Averill, Marketing Manager for Country Grocer. “I think food origin is going to be a hot topic this year. Customers want to know where their food is coming from and we can proudly say that our Vancouver Island Meats were raised here on the island.”

Tannadice Farms in Comox Valley supplies Country Grocer with antibiotic and hormone free pork. Tannadice Farms has long been recognized for its healthful, ethical and sustainable farming methods. In addition, both the Canadian Pork Council and the BC Pork Producers Association have recently acknowledged the farms commitment to food safety standards.

Farmhouse Poultry in the Cowichan Valley supplies Country Grocer with fresh poultry products from their state of the art facility. The Young's are award winning 4th generation farmers in the Cowichan Valley and are widely recognized for their specialty products.

Island Pastures Beef is committed to delivering premium bred Vancouver Island born and grass fed raised beef, with their promise to produce and deliver the finest in quality, taste and nutrition in an ethical and ecologically sustainable manner to their Country Grocer customers. Island Pastures Beef contains no antibiotics or growth hormones.

“We respect the work and dedication our Island farmers make each and every day. Their efforts are humbling and I knew this was a great opportunity for us and our customers”, says Dave Hubscher, Director of Meat and Seafood Operations for Country Grocer. “I've been to the farms numerous times and have a great relationship with our Vancouver Island Meat Producers. It feels great to support them.”

Look for the Vancouver Island Meats section in your local Country Grocer.

About Country Grocer

Established in 1986, Country Grocer is a proud 100% Vancouver Island and Saltspring Island based company that operates 6 stores. Country Grocer has over 550 employees, and is one of Vancouver Island and Saltspring Islands most cherished grocery companies with a strong set of values and principles. Country Grocer's newest store will be opening the summer of 2012 on Bowen Road in Nanaimo, BC. The company has also formed the Island Independent Buying Group (IIBG) located in Chemainus, BC which is a warehouse and delivery system, allowing better buying volumes which enables the savings to be passed on to customers.

-30-

Media contact:

Tammy Averill, Marketing Manager Country Grocer (250) 708-3902