



BC MEATS
for BC FAMILIES

More than ever consumers want to know where their meat comes from and they want to buy local. Our local BC meats are crafted for this growing market of consumers who really care about what they eat. It used to be a trend. Now it's a lifestyle. Consumers want quality and locality, and we're delivering it.



100% BC BEEF

Guarantee the beef you and your customers are buying is 100% local!

The 100% BC Beef brand is brought to you by BC Breeders and Feeders Association and BC Association of Abattoirs—your local craft processors and producers who are committed to raising and processing premium, high quality local BC beef.

Our premium beef comes to you with each step audited for traceability, quality assurance and animal care. And under the BC Meats Quality Information System our 100% BC Beef must meet a quality standard of Two Star ** for grain finished and One Star * for grass finished beef. **Be a part of our commitment to healthy, high quality and sustainable local 100% BC Beef!**

Licensing

By signing and agreeing to the terms of our license, you are authorized to promote our beef with the 100% BC Beef logo. **The 100% BC Beef logo guarantees this premium product was processed from cattle that are entirely born, raised, finished and processed in British Columbia.**

Through our unique licensing program you'll obtain the 100% BC Beef logo in a variety of electronic formats to use on menus, ads, websites and social media content. Your license will also provide access to labels and indoor and outdoor signage to promote your commitment to 100% BC Beef and a sustainable local industry.

For more information visit bcabattoirs.org/merchandise-store

Member Benefits

Membership in the BC Association of Abattoirs offers even more benefits for chefs, grocers and farm stores for a minimal fee of \$150/year. By becoming an association member you'll:

- Be featured on our bcmeats phone app with your business profile, photo, website and facebook links.
- 1% discount on 100% BC Beef orders placed through bcbeefnet.ca
- Gain access to advertising and promotions at trade shows and events we attend
- You'll profit from our growing social media community on Facebook, YouTube and Twitter

Take advantage of these member benefits now at <http://bcabattoirs.org/pay-members/>

If you do not have a 100% BC Beef Supplier, go to bcbeefnet.ca using google chrome as your browser

bcabattoirs.org

Email: info@bcabattoirs.org

