

FOR IMMEDIATE RELEASE
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Island-Raised Pork Now Available in Nanaimo

Following the 100-Mile Diet just got a little bit easier for Nanaimo residents. For what is believed to be the first time in more than a year, a local food store is now carrying pork products that are raised and processed right here on Vancouver Island.

Country Grocer in Nanaimo has become one of the first supermarkets on Vancouver Island to carry Tannadice Farms' antibiotic- and hormone-free pork. The meats, which are produced in the Comox Valley and delivered fresh to the store every Wednesday, have been available at Bouma Meats in Ladysmith for several months but are finally available closer to home for Nanaimo shoppers.

"Because we're locally owned and operated, we really want to make a commitment to supporting local products," says Tammy Averill, Marketing Manager for Country Grocer. "I think that with all the food safety issues happening these days, like the Maple Leaf scare last year, food origin is going to be a hot topic this year."

Tannadice Farms has long been recognized for its healthful, ethical and sustainable farming methods. In addition, both the Canadian Pork Council and the B.C. Pork Producers' Association have recently acknowledged the farm's commitment to food safety standards.

"We respect our animals," says Allen McWilliam, who operates Tannadice Farms with his wife Heather. "We don't medicate their feeds and we don't feed them growth hormones or animal byproducts. It's farming the way we feel farming should be, and the end result is healthier meat."

Tannadice Farms pork was recently featured by Chef Michael Williams during the January 5 episode of CHEK-TV's "Island 30." Williams showed viewers how to cook a delicious roasted pork with a chili mocha rub, all the while raving about the quality of the homegrown product.

"He (Williams) tried the pork and just thought it was an awesome product," says Averill. "He's completely committed to buying local, and he just loved it."

The local meats have become so popular with local shoppers that Country Grocer is planning to feature Tannadice Farms during an upcoming 30-second spot on A-Channel later this year.

The "freshest pork products on Vancouver Island" can be found at Country Grocer, located at 82 12th Street. To learn more about Tannadice Farms' products and sustainable farming methods, visit www.tannadicefarms.com.

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Photo: Heather and Allen McWilliam, of Tannadice Farms, are the first to give Nanaimo residents the option of buying Vancouver Island-raised pork products.

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