



# Ontario's Finest BUTCHER

## **Lococo's has Ontario's Finest Butcher**

*Peter Baarda brings it home*

### **FOR IMMEDIATE RELEASE**

Guelph ON, October 28, 2014 - Peter Baarda from Lococo's, Stoney Creek, was surrounded by a table of family, friends, and co-workers when the announcement was made at the OIMP awards banquet Saturday night that he had indeed earned the title of Ontario's Finest Butcher. Baarda, wholesale meat manager for A. Lococo Wholesale, Stoney Creek, was one of the three finalists that in a blind draw were assigned veal, beef or turkey for Saturday's competition.

Facing off against Damian Goriup from Florence Meats, and Joe Vercesi from Cataldi Fresh Market, Baarda drew veal and prepared several mouth-watering display-ready items in the short half hour they were given. A combined score from the conference delegates and judges determined it was Peter that would be first to carry the honour for what will now become an annual Ontario competition.

"Meat cutting is a lost art and this was a great opportunity for our members to put forward their best butcher and be recognized for a skill that unfortunately doesn't get the credit it deserves," says Laurie Nicol, executive director, OIMP. "We were pleased to have nine competitors enter and look forward to growing that number in 2015."

In the elimination round held in September, competitors from around the province had thirty minutes to transform a fresh pork bone-in leg, bone-in butt, and bone-in loin, into merchandisable cuts of their choice, and were judged on the degree of difficulty/efficiency and skill level in boning, trimming and cutting, primal cut utilization and financial performance. (Watch the [Elimination Round](#) held in September.) In the final round, it was still about skill but added creativity and consumer-appeal to the judging criteria.

Baarda has 23 years experience ranging from abattoir to high-end butcher shops, has trained under second and third generation butchers and has been with Lococo's for the past 6 years.

- 30 -

### **About Lococo's**

Lococo's has been well established for over 100 years. Marking their name as a produce supplier and small local market walk in store, for the first 99 years, Lococo's has decided to move into their first large retail location having more than 25 thousand square feet. After a year of selling produce, select frozen

and grocery items, they have integrated a meat production and now sell over 350 different types of meat items including beef, chicken, pork, and veal items.

**About the OIMP**

Ontario Independent Meat Processors (OIMP) is the representative voice of the independent meat and poultry processor in Ontario, working closely with agricultural and commodity organizations and various levels of government for over 30 years. The association's membership includes meat and poultry processors, retailers and wholesalers; industry suppliers, and not-for-profit organizations that support OIMP's objectives.

**Media Contact:**

Heather Nahatchewitz

Marketing and Communications Director, OIMP

(519) 763-4558 x225

[heather@oimp.ca](mailto:heather@oimp.ca)

[www.oimp.ca](http://www.oimp.ca)