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New Phone App Connects Consumers with Local Restaurants and Grocers Featuring BC Meats

Vancouver, BC – A new BC Meats phone app is being launched to make it easy for consumers to know where their meat comes from. The app connects consumers with restaurants, grocers and farm stores throughout BC that feature local meats on their menus and in their meat cases. Users of the BC Meats phone app will be able to “Know Your Meats” and get detailed information before they buy.

Consumers will be able to choose which types of meat they have an appetite for—BC pork, lamb, chicken, turkey, duck, bison or Certified BC Beef—and also choose restaurants or grocers or both. Plus, they can search for a specific restaurant or store by name.

“More than ever people want to know where their food comes from and they want it to be as local as possible,” says Gillian Watt, Program Manager for BC Meats for BC Markets.

The app displays the information in two ways: either on a map with pins showing vendor locations or as a list. Selecting one will bring up basic location and contact information or a detailed description with picture and a web page link, depending on whether the store or restaurant has subscribed to a basic or premium service.

The BC Meats phone app will be officially launched at EAT! Vancouver May 30 – June 1 at BC Place. Visitors to the BC Meats booth will be able to enter a contest and download the app to win an assortment of local BC Meats valued at \$500 to be delivered to the winner before Father’s Day.

“Our premium meats come directly from our producers to BC families,” says Watt. “They’re high quality and crafted for a growing market of consumers who really care about what they eat.”

The BC Meats Prize Package contains Certified BC Beef from Cache Creek Natural Beef and Two Rivers Specialty Meats; BC Lamb from Holmwood Farm; Free range certified organic chicken from Fraser Valley Specialty Poultry; BC Bison from Tatanka Plains and BC Pork from Johnstons.

The BC Meats app is designed for all Apple and Android devices, and was created by Orchestrate Technologies Inc./Datton Enterprise Software Solutions (www.datton.ca).

The BC Meats phone app is supported by the BC Government’s Buy Local Program; delivered by the Investment Agriculture Foundation of BC with funding from the BC Ministry of Agriculture.

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