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Niman Ranch Expands into Canada for First Time with Largest Independently Owned Purveyor in the Country, Macgregors Meat & Seafood, LTD

Macgregors Meat & Seafood, LTD First to Unveil Certified Angus Beef® brand Natural by Niman Ranch in Canada

Northglenn, Colo. (June 7, 2018) – Niman Ranch, the pioneering leader in natural, humanely and sustainably raised beef, pork, and lamb, proudly announces its first Canadian partnership with the largest independently owned purveyor in the country, Macgregors Meat & Seafood Ltd.

In addition, Macgregors will offer *Certified Angus Beef® brand Natural* by Niman Ranch in Canada for the first time.

Macgregors Meat & Seafood Ltd. is in its seventh generation of Canadian family ownership with a rich purveyor history of supplying the foodservice channels of Canada coast to coast as center-of-the-plate specialists®. Macgregors additionally brings strength and opportunity with a broad reach of raw, portion control, value added, and cooked proteins to Canada's diverse retail landscape.

Macgregors was Canada's first purveyor to be licensed by Certified Angus Beef LLC, and will be the first and only to offer the high quality Niman Ranch Natural. Niman Ranch, a network of independent family farmers and ranchers raising sustainable, humane, no antibiotic or hormone beef, pork, and lamb, is the only *Certified Angus Beef® brand Natural* to be 100 percent Certified Humane®. This top-quality Angus beef is strictly evaluated using the brand's 10 science-based specifications for marbling, size and uniformity.

"When it comes to natural products, Niman Ranch has a reputation for setting and adhering to the highest of standards – an important part of our brand's natural beef promise," said Clint Walenciak, director of packing with the *Certified Angus Beef® brand*. "It's not easy raising *Certified Angus Beef® brand Natural*, but that commitment comes naturally to the Niman Ranch network of U.S. farmers and ranchers who ranch with the utmost care, respect, and intent."

"We're thrilled to expand our business into Canada for the first time through Macgregors, an incredibly diverse partner in Canada, unique and unparalleled at both foodservice and retail," said Kay Cornelius, vice president of sales at Niman Ranch. "With the highest grades in the industry, the best chefs in the United States use Niman Ranch beef. Niman Ranch quality has no borders."

“At Macgregors, we have identified our unique pillars of strength in our work *culture*, processing *capacity*, and our steadfast commitment to remaining *Canadian* independently owned. We believe our present and future success will be built on strategic brand partnerships and Niman Ranch provides instant credibility in Canada relative to Natural and Humanely Raised highest quality beef, pork, and lamb,” shares Duncan Macgregor Jr., president and owner of Macgregors.

Macgregors will be managing all aspects of the Niman Ranch program internally from box ready, to dry aging, to hand butchered with artistry in “The Wickson Room”. This space is a newly constructed and segregated portion of its facility in celebration of Macgregors historical family roots.

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*With more than 40 years as an industry leader, **Niman Ranch** is a community of more than 720 independent family farmers and ranchers who raise livestock traditionally, humanely and sustainably to deliver the finest-tasting meat. All Niman Ranch pork, beef, lamb and prepared products are certified under the Certified Humane® program and available nationwide at both food service and retail locations.*

*The largest independently owned purveyor in Canada, **Macgregors Meat & Seafood Ltd.** is in its seventh generation of Canadian family ownership with a rich purveyor history of supplying the foodservice channels of Canada coast to coast as centre-of-the-plate specialists®. In addition, Macgregors’ retail landscape in Canada offers a broad reach of raw, portion control, value added, and cooked proteins.*