

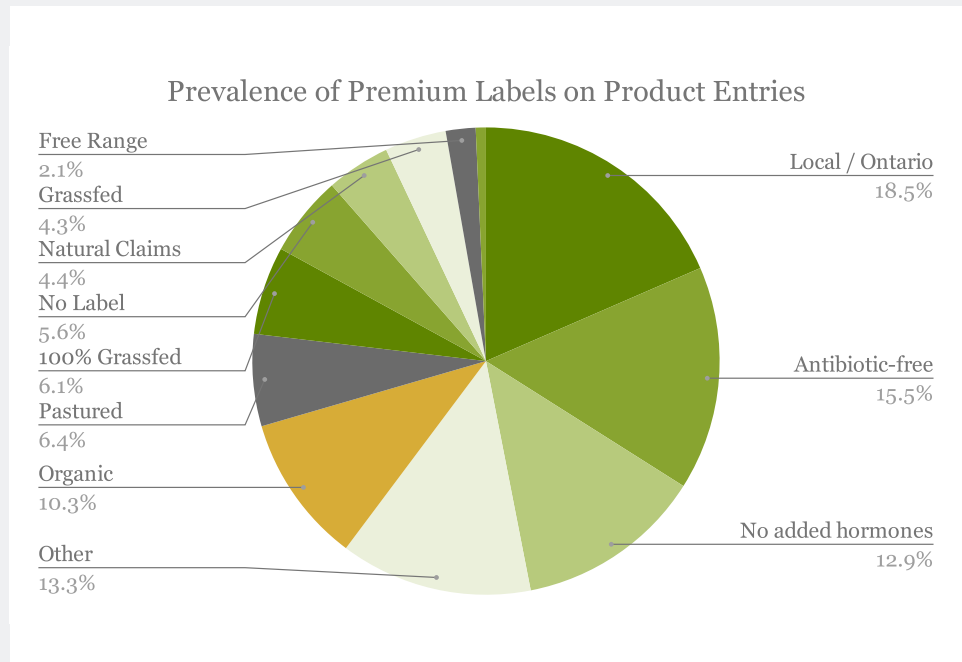
ONTARIO PREMIUM MEAT MARKET STUDY

REPORT HIGHLIGHTS

PREVALENCE OF PREMIUM MEAT LABELS

The study analyzed the prevalence of production claims on 1341 product entries from meat retailers in downtown Toronto, suburban GTA and southern Ontario.

The most prevalent value labels carried by premium meat retailers include “local,” “antibiotic-free,” and “free from added hormones,” likely because these production claims require less change from standard practices.



COMMON PREMIUM MEAT LABELS BY TYPE OF MEAT

Labels vary across species, with “organic” labels being the top production claim among poultry products (37%), the fourth most common claim among pork products (17%), and the sixth most common claim among beef products (11%).

37% ORGANIC

25% LOCAL

18% ANTIBIOTIC-FREE

13% NO ADDED HORMONES



28% LOCAL

25% ANTIBIOTIC-FREE

17% NO ADDED HORMONES

17% ORGANIC



33% LOCAL

27% ANTIBIOTIC-FREE

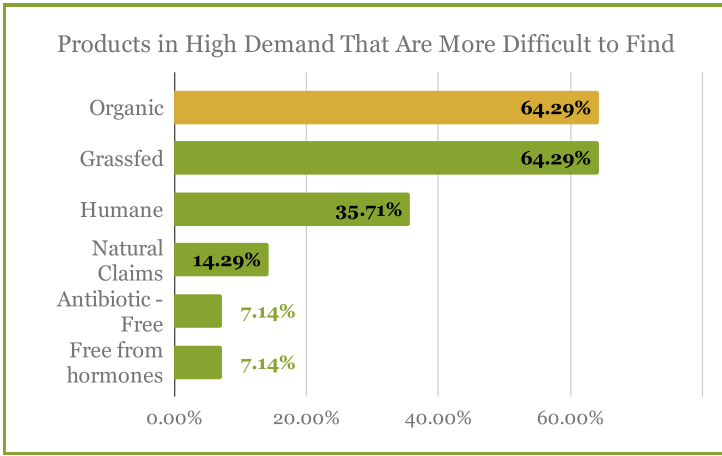
25% 100%-GRASSFED

11% ORGANIC



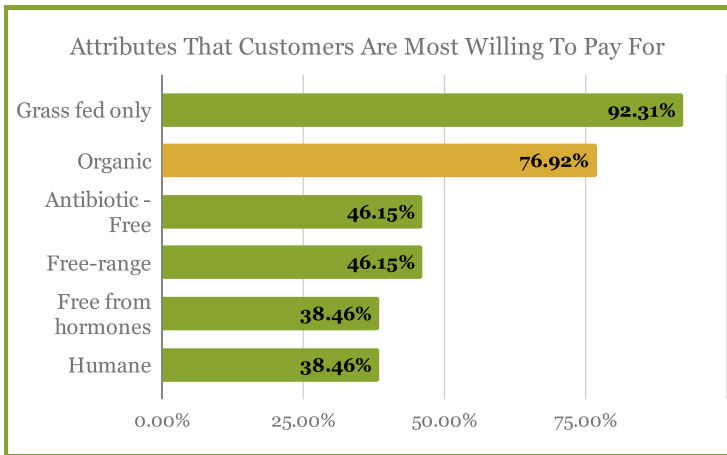
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CONSUMER DEMAND

“Organic” and “grassfed” are both equally in demand by premium retailers and more difficult to find than other production claims. However, more retailers say their customers would pay more for “grassfed” (92.31%) than “organic” (76.92%).



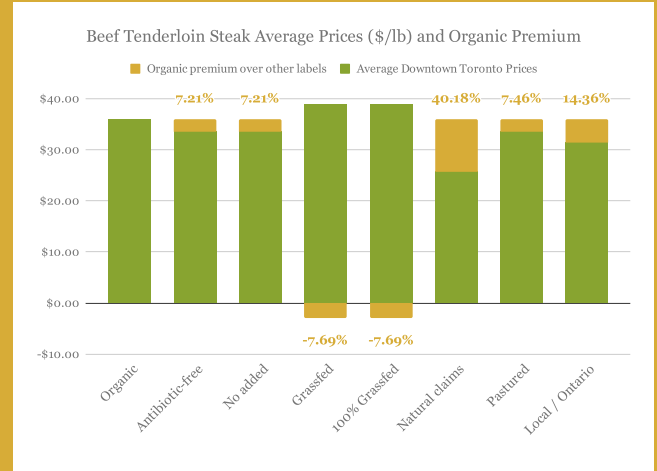
GET THE FULL REPORT & PRICING LIST!

Sign up to get the full report and a pricing list, which includes: an aggregated retail price list from specialty meat stores in the GTA; a price and organic premium analysis by cut, location, and label; and access to consumer education materials on premium meat labels. Contact us to learn more and purchase your copy!

LEARN MORE

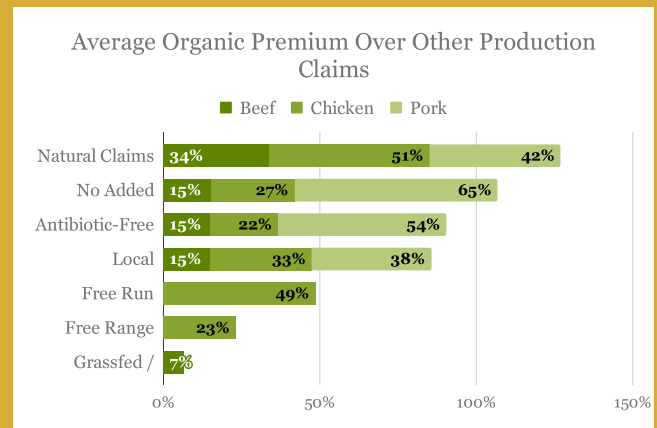
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MARKET FOR ORGANIC



“Grassfed” claims are consistently rivalling “organic” in demand and price, often costing more than organic in many beef cuts.

ORGANIC PREMIUM



Organic chicken and pork products appear to be outcompeting other claims in retail pricing, while the organic premium for beef products is much less.