

Heritage Angus puts Canada on the map in World Steak Challenge.



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### **One Earth Farms' Heritage Angus Beef Wins Gold in the World Steak Challenge**

*TORONTO, October 26, 2015* – In the first-ever World Steak Challenge, [One Earth Farms' Heritage Angus Beef](#), with support from [Canada Beef](#), won a gold medal in the competition of top global producers. Heritage Angus, known for its premium Canadian Angus Beef, was selected from 70 entries across 10 countries. Gold medals were awarded to 11 contestants including the overall winner, Albers GMBH with Jack's Creek Wagyu from Australia. In addition 17 silver medals were also awarded to competing participants.



Judging was based on internationally agreed upon criteria and each steak underwent technical tastings in two categories, raw and cooked. The judges for the technical portion were comprised of a range of industry experts and included: master griller Fernando Larroude of the Gaucho Group; meat scientist Dr. Phil Hadley; celebrated Parisian butcher Yves-Marie Le Bourdonnec; South African master butcher Alan Frack; Meat & Livestock Australia (MLA) business development executive Josh Anderson; chef and food writer Kevin Ashton; and

the executive of the renowned M restaurant, Mike Reid.

Steaks that achieved gold medal scores in the technical judging then moved on to the second stage. For the next round the meat was cooked by SteakStones' chefs for an agreed upon time and specification and were then scored by a new panel of judges drawn from a wide range of nationalities and expertise to ensure diverse international tastes were taken into account. Once scores were given for the second portion of the competition they were added to the totals from the first stage to reach an overall sum.



When asked about Heritage Angus' gold medal, One Earth Farms' CEO Mike Beretta said, "We take great pride in raising our cattle to the highest standards, both ethically and environmentally, so it feels very rewarding to know our efforts have resulted in the product being so highly regarded on a global scale."

Heritage Angus Beef is comprised of a group of western Canadian ranching families who are committed to working together to produce quality Canadian Angus Beef. At the heart of the operation are the company's rock-solid family values that are the foundation of how they live and do business. Heritage Angus ensures that its land, animals and water are treated with the highest level of respect, to better promote the ideas that wildlife and agriculture can co-exist in harmony, resulting in high quality, wholesome food that can be savoured and trusted.

## **About One Earth Farms**

[One Earth Farms](#) is one of Canada's most recognized premium food companies. From cattle ranches in British Columbia, Alberta, Saskatchewan and Ontario, through processing and distribution networks to top tier grocery chains across Canada, One Earth operates with a "farm to fork" philosophy committed to creating healthy food experiences for their consumers. One Earth Farms is a vertically integrated food company that aims to build brand equity through its premium brands. The One Earth herd consists of premium brands including [Beretta Farms](#), [Sweetpea Organic Baby Food](#), [Heritage Angus Beef](#), [Black Apron Beef](#), [Chinook Organics](#) and [Canadian Premium Meats](#).

**For more information on Heritage Angus Beef, One Earth Farms, high-res images or to interview Mike Beretta, contact:**

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