

PRESS RELEASE

***THE HEALTHY BUTCHER GRANTED ORGANIC CERTIFICATION***

**DATE OF RELEASE:** March 16, 2006

The Healthy Butcher is the most recent retail store in Canada to become *Certified Organic*. The butcher shop joins an elite group of retail outlets worldwide that effectively “close the loop” between the farmers and the point of retail. Customers can be assured that meat and prepared foods labelled as organic at The Healthy Butcher have been certified by a third party to be:

- Free of synthetic chemical pesticides, herbicides, fungicides, fertilizers and animal by-products in the growing and production of the animal and it’s feed;
- Free of genetically modified organisms, growth hormones, and drugs (such as antibiotics);
- Grown humanely, including access to substantial space indoors and outdoors, including pasture.

“We’re very happy to have The Healthy Butcher on board; not only have they proven to be strong promoters of local farms, but they have continuously pushed to sell only high quality certified organic meat and produce which is essential to our Ontario farmers during these days of cheap international import,” said Larry Lenhardt, founder of the accredited organic certification agency Organic Crop Producers and Processors Ontario Inc. (OCPP) (<http://www.ocpro.ca>).

The Healthy Butcher’s goal is to be part of the community it serves and to be a direct link between producers and customers. “The certification does not in any way change the products that we are selling or have been selling since we opened, but is an additional assurance to our customers that what we sell as organic is truly organic and not just a marketing gimmick,” said Tara Longo, Co-President of The Healthy Butcher.

The Healthy Butcher remains Toronto’s source for the largest selection of fresh organic meat and prepared foods.

**For further information, contact:**

Mario Fiorucci, Co President  
[mario@thehealthybutcher.com](mailto:mario@thehealthybutcher.com)  
416-ORGANIC

The Healthy Butcher  
565 Queen Street West  
Toronto, Ontario  
M5V 2B6  
[www.thehealthybutcher.com](http://www.thehealthybutcher.com)



Do you share our passion for food? Join our free email newsletter, *Live to Eat*, at:  
[http://www.thehealthybutcher.com/live\\_to\\_eat.html](http://www.thehealthybutcher.com/live_to_eat.html)

*Passion for food. Passion for Life.*