**‘SPECIAL ANNOUNCEMENT’**

BC Beef Producers Inc. held a meeting with investors in the company on **June 10th 2021**.

The purpose of the meeting was to inform stakeholders that BCBPI had reached the required share sales and supply commitment to resume operations of the packing plant at Westwold. Plant Manager, Mark Ishoy, informed investors that the plan is to start processing cattle through the plant in or around the first week of August. **Start-up** will be phased in with increased volumes to the plant on a progressive basis as the process is established. Final scheduling for cattle to be delivered to the plant will begin in the next couple of weeks.

Ishoy relayed to those on the call the high interest there is from those wanting to purchase beef from BCBPI under the “Genuine BC Beef” Brand. It is clear from the interest and demand for the product that it is unlikely that the plant will be able to supply all of the demand at the start but has a tremendous opportunity for growth.

BCBPI directors would like to thank all of the investors to date for purchasing shares in the company and are anxious to see “Genuine BC Beef” in stores and restaurants soon. They are happy to see the interest in this unique opportunity for producers to be able to have a say and share in the profits when their beef is marketed. The feeling that this will truly be a “Producer Brand” that is owned and supported by producers themselves in a way that will put the full value of what they produce into their pockets without the cost of middleman.

For further information on how you can become involved contact Megan at 250-375-0077 or email meghan.clemitson@bcbeefproducers.com