

Changes and Opportunities with SunGold Specialty Meats

Message from SunGold Specialty Meats

The plant has operated for many years as a multi-species operation processing beef, bison, and lamb. SunGold has recently announced a renewed focus on lamb processing. SunGold believes in the growth of market opportunities for Alberta premium raised lamb and is confident that lamb producers will remain strong supporters of this very important asset for the continued growth of Alberta's lamb industry.

- SunGold has recently restructured its business to improve and expand the lamb side of its operations. The beef and bison lines of the operation have been temporarily suspended. Staff has been laid off to fine-tune operation costs.
- SunGold is a key market for Alberta lambs, processing 70% of the annual Alberta market lamb production. Even if you have never sold directly to SunGold their presence in the lamb market impacts your business. A thriving lamb industry needs committed processors and processors need a committed supply of lambs.
- The investment required for building or updating processing plants is significant not only in plant infrastructure but also in meeting current the federal inspection regulations required to move lamb products to markets outside Alberta. SunGold is investing in the plant to prove they are a committed investor in lamb processing.

If you want further information or have questions, please contact Howard Oudman, General Manager, SunGold Specialty Meats Ltd., ([403-227-7764](tel:403-227-7764))