



Arctic Development
Library

***Test Market - Tier I - Sale And Distribution Of
Meat Products Originating From Musk Ox
Type of Study: Market Information
Author: Unknown
Catalogue Number: 2-3-20***

TEST MARKET - TIER 1.

Introduction:

Sale and distribution
of meat product originating
from Musk Ox.

Meat products to meet and
conform to all standards
and regulations of all
regulatory agencies.

Product supplier know as
ULU Foods Ltd, Inuvik,
Northwest Territories,
Canada.

Processing from "quartered"
state to be done in an H of A
(Health of Animal) approved
facility in Alberta or B.C.

Tier I

STRATEGIC PLAN
DOMESTIC TEST MARKET

2 (A) SUITABLE ALBERTA BASED PROCESSING, STORAGE AND
DISTRIBUTION FACILITIES:

2 (a1) ALBERTA BASED PROCESSING:

The following meet the criteria for Federal H of A inspection and meat expertise.

Capital Packers Ltd.
12907 - 57 St
Edmonton, Alberta
T5B 4K6
Tel: 403/476-1391
Fax: 403/478-0083 TLX:03737310
General Manager: Brent Komarnicki
Product(s): Beef, Pork, Processed
Meats, Buffalo

Centennial Packers Ltd.
4043 Brandon St SE
Calgary, Alberta
T2G 4A7
Tel: 403/287-2525 Fax: 403/287-0789
President: J.R. Kalef
General Manager: Bill McGill
Product(s): Boxed Beef, Beef Burgers

Edmonton Meat Packing Ltd.

8310 Yellowhead Trail

Edmonton, Alberta

T5B 1G5

Tel: 403/474-2471

Fax: 403/479-6167 **TLX:**03826629

General Manager: Doug Noonan

Product(s): Fresh Meats, Smoked/Cured
Meats, Sausage, Meat Pies

Gainer Inc. Foodservice

12425-66 St, Box 100

Edmonton, Alberta

T5J 2H8

Tel: 403/471-0611

Fax: 403/471-2329 **TLX:**03725390

Manager: J. Proseio

Product(s): Beef, Pork, Processed Meats, Lard

Heritage Meats

3050 Parsons Rd

Edmonton, Alberta

T6N 1B1

Tel: 403/463-3229

General Manager: P. Hokanson

Parent Company:

P.T.I. Holdings (1983) Ltd.

Product(s): HRI and Camp Meat

J.M. Schneider (Foodservice Div.)

4120-98 St.

Edmonton, Alberta

T6E 5A2

Tel: 403/462-4637 **Fax:** 403/461-4036

General Manager: Leo Cofario

Lambco : Division of AADC
Box 1600, 4312-51 St.
Innisfail, Alberta
TOM IAO
Tel: 403/227-3386 Fax: 403/227-1661
General Manager: Gerry J. Kelly
Sales: Glinys Oxtoby
Product(s): Lamb, Veal

Premier Meats Ltd.
4013 Brandon St SE
Calgary, Alberta
T2G 4A7
Tel: 403/287-3550
General Manager: Bob Porter
Product(s): Boxed Beef

Van's Sausage CO. Ltd.
9620-56 Ave
Edmonton, Alberta
T6E 0B1
Tel: 403/435-3944
General Manager: Gerry Velsink
Parent Company:
Lilydale Cooperative Ltd.
Edmonton, AB
Product(s): Smoked Meats, Sausage Rolls
Pizza, Processed Poultry, Meat Pies

RECOMMENDED PROCESSOR

From the previous listing of potential processors recommend that ULU Foods negotiate contract with LAMBCO of Innisfail. This processing facility and personnel offer the most as total experience in the handling of this type of product. They have the important criteria of the three c's, character, capacity, credit.

Lambco management has indicated their interest in working with ULU Foods and myself in marketing Musk Ox through their **distribution** system that encompasses both domestic and international contacts.

Lambco has also had the past experience of selling and processing **reindeer** prior to present difficulties with this product.

Lambco handles similar but non conflicting style of products. Many of their processing, packaging initiatives can be tried on the test marketing of Musk ox.

Lambco distribution costs are beneficial to all parties as Musk Ox adds additional sales items and volume. The addition of this volume aids in reducing per unit cost of total distribution for Lambco.

.. a2)

STORAGE:

Canadian Association of Refrigerated Warehouses.

Alberta

Calgary

Campbell & Griffin (1961) Ltd.

Established 1961

348-11th Ave. S.W., Calgary T2R 0C5

(403) 266-1026

B. Bodnarchuk, General Manager

B. Fleming, Plant Manager

R-25,000 sq. ft. (250,000 cu.ft.)

C5,000 sq. ft. (60,100 cu. ft.)

Accredited: R.C.

Rail: C.N., C.P.

Trans Canada Freezers Limited

Established 1955

4039 Brandon St. S.E., Calgary T2G 4A7

(403) 243-1821 Telex: 038-26628

P.W. Fitzpatrick, Vice-President (Alberta)

R-21,000 sq. ft. (423,())(()) cu. ft.)

Accredited: R.

Rail: C.P.

Edmonton

Alberta Cold Storage Ltd.
Established 1975
9002 - 20th Street, Edmonton T6C 4E9
(403) 464-1770
B. Bodnarchuk, General Manager
R. Rogers, Plant Manager
R-30,000 sq. ft. (660,000 cu. ft.)
Accredited: R

Edmonton Cold Storage
Established 1971
10246-104th Street, Edmonton T5J 1B8
(403) 423-4123
B. Bodnarchuk, General Manager
R. Rogers, Plant Manager
R-21,000 sq. ft. (215,000 cu. ft.)
C-2,500 sq. ft. (21,000 cu. ft.)
Accredited: R

Trans Canada Freezers Limited
Established 1955
12325 Mount Lawn Rd., Edmonton T5B 4J3
(403) 479-4221 Telex: 037-41821
P.W. Fitzpatrick, Vice-President (Alberta)
B. Smashnuk, Manager
R-34,000 sq. ft (723,000 cu.ft)
Accredited: R
Rail: C.N.

Lethbridge

Trans Canada Freezers Limited
Established 1955
28th & 2nd Ave. N., Lethbridge T1J3Z6
(403) 327-7130
G.W. Todd, Manager
L. Masson, Plant Superintendent
R-31,000() sq. ft. (1,245,000 cu. ft.)
Accredited: R
Rail: C.P.

British Columbia

Vancouver

Vancouver Cold Storage Limited
97 Gore Avenue, Vancouver V6A 2Y8
R-2,200,000 cu.ft.
C-50,000 cu. ft.
Accredited: R.C.
Rail: C.N., C.P.

Arrangements made on behalf ULU Foods for test shipment to be received and stored at Trans Canada Freezers Ltd. (T.C.F.), Mount Lawn Road, Edmonton.

Rates for freezer storage:

T.C.F. quoted for test shipment:

.80 per cwt one time charge in and out handling.
.75 per cwt storage charge per month on monthly balance.

Large quantities and on a regular customer basis:
Rates negotiable to .70 cwt + .60 cwt respectively.

2. (b)

STYLE OF CUT FOR DELIVERY TO PROCESSOR.

Sides of Musk Ox to be "quartered" with separation of the hind quarter from the fore quarter between the 12th & 13th rib. Quarters to be totally parchment paper wrapped and covered with stockinette. Quarters to be packed in side equivalents into shipping combos made of heavy cardboard with a heavy plastic liner. Combos to be palletized and if possible cardboard lids to cover combo to protect product from exposure to elements. All product to be identified of Federal H of A approval. Quarter weights should be in range 45 to 55 lbs. Equal hind and fore quarters count should be included in each combo. Present pricing requires equal segments of carcass (ccs.) to be represented when processor taking ownership.

Due to restrictive work environment at point of harvesting, the above may represent the best method of handling. Major criteria to be considered is the protection of product from elements that can detract from quality of meat product, i.e. freezer burn, contamination, and to arrive at storage destination in good order.

Product Quality:

Harvesting youthful animals with dressing specifications to include the removal of excess fat to a thickness of no more than 1/2". Interior cavity to be clean and free of kidney and channel fat. Ccs. to be split in the middle of back bone so as to leave equal portions on both sides of animal, both hind and front shanks removed at consistent joint on all ccs.

2. (c) **COST OF STORAGE:**

Members of Canadian Association of Refrigerated Warehouses have published rates that are negotiable due to the following variables.

Quantity or Volume
Regularity
Length of Time
Repetition or regular customer basis
Range .70 to .80 cwt for in and out handling
.60 to .70 cwt for monthly storage

Cost of Processing & Distribution

Recommend that Musk Ox be sold to processors basis F.O.B. storage. Processing and distribution costs to be absorbed by processor. This is standard procedure in the meat business. Contracts at times are negotiated for product quantities to be delivered to storage for processors at which time the cost of storage also is to his account. For this test market the storage charges will be to ULU Foods Account. Quantities of Musk Ox for testing and sampling would be supplied to processor in reasonable quantity at no charge.

2. (d) **REQUIREMENTS OF THE VARIOUS SECTORS IN PROCESSING:**

Processor:

To have Federal Government H of A inspection at processing facility.

To have trained personnel in meat handling and cutting.

To have modern facilities with sufficient capacity to handle increased volume.

To have good location for easy access for receiving and distribution.

To have efficient and modern processing equipment.

To **have** good refrigeration for handling and storage.

To **have** good updated or new packaging equipment.

To have capital and credit to carry his business.

Processor with a federally inspected plant operates in compliance with the appropriate sections of the following:

THE CANADIAN **AGRICULTURAL** PRODUCTS STANDARD ACT.

CONSUMER PACKAGING AND LABELLING ACT.

THE FOOD AND DRUG ACT.

THE WEIGHTS AND MEASURES ACT.

RELEVANT PROVINCIAL AND MUNICIPAL REGULATIONS.

Handling & Storage

Frozen meat should be stored at temperature no higher than **-24** degrees c (-10 degrees f).

Product to be properly wrapped and a first in first out stock rotation basis.

Frozen meat storage recommended for no longer than 12 months and for some species 6 - 9 months. Have no experience with Musk Ox.

2. (e)

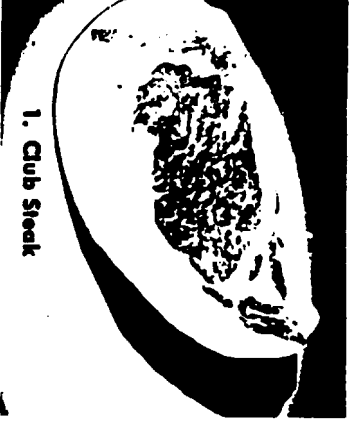
SALE OF ROUGH CUTS AND POTENTIAL.

Will be developed by processor in new product development with testing of Musk Ox cuts. Conduct cut out tests on yields for proper pricing. Charts indicate some of the various cuts and processes that can be utilized for Musk Ox. Food service customers will dictate styles based on tests and consumer preferences.

CUTS OF MEAT:

(see attached pages)

BEEF COIS



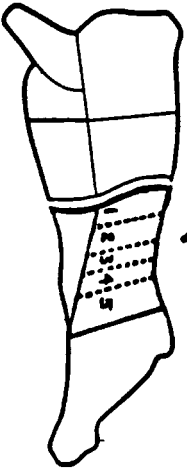
1. Club Steak



2. T-Bone Steak



3. Porterhouse Steak



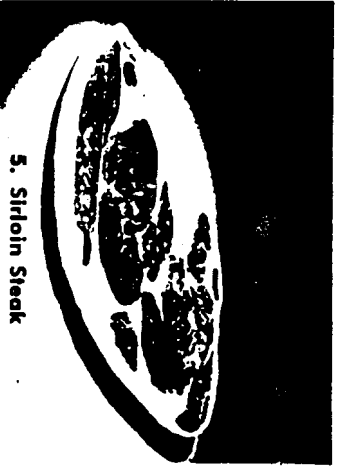
The "Steak House" of a steer is the Loin . . . located just back of the Ribs.

Out of every 100 lbs. of carcass beef you can expect about 17 pounds of Loin. Yet, the Loin produces these five popular steaks:

1. Club Steaks . . . From front to rear, Club Steaks are first on the Loin. On the average, a 1,000-lb. steer doesn't own more than 12 "clubs."
2. T-Bones . . . Don't look for more than 20 in a 1,000-lb. steer.
3. Porterhouse Steaks . . . About 2 to 3 on each side of the carcass.



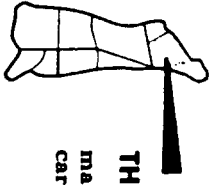
4. Pinbone Sirloin Steak



5. Sirloin Steak



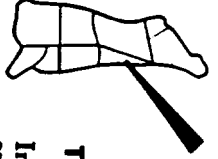
6. Round Steak (Full cut)



THE ROUND . . .

makes up about 24% of a beef carcass. From it comes . . .

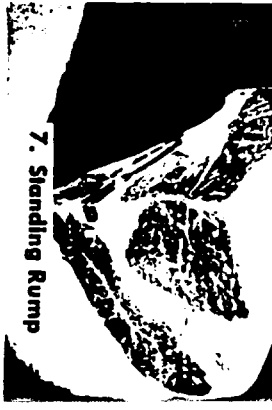
- Round or Swiss Steaks (6)
- Standing Rump (7)
- Boneless Rump (8)
- Heel of Round (9)
- Sirloin Tip Steak
- Sirloin Tip Roast
- Shank Bones
- Ground Beef



THE FLANK . . .

In a 550-lb. carcass, you may also expect about 22 lbs. of Flank which can be used to make . . .

- Flank Steak (10)
- Boneless Stew
- Ground Beef



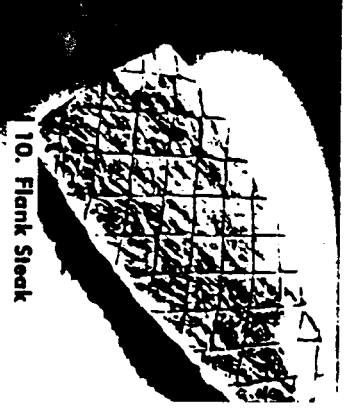
7. Standing Rump



8. Boneless Rump



9. Heel of Round



10. Flank Steak

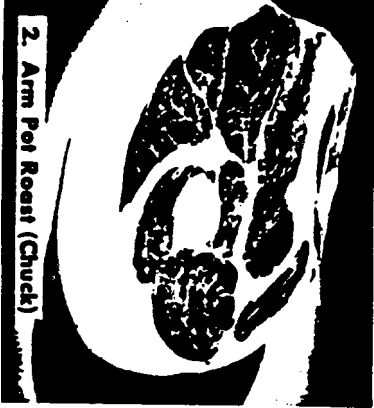
4. Pinbone Sirloin Most steers produce about 2 on each side.
5. Sirloins About 6 to a side . . . 12 sirloins to a carcass . . . That's about the average number you can expect from a 1,000-lb. animal.

BEEF COILS

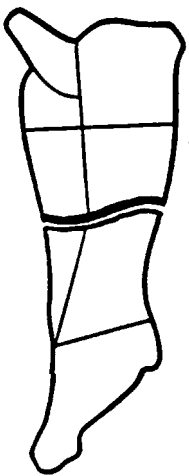
FOREQUARTER



1. Blade Pot Roast



2. Arm Pot Roast (Chuck)



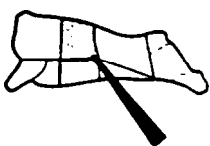
Almost two-thirds of all the less expensive beef cuts are found in the forequarter.

THE CHUCK . . . accounts for about 26% of the beef carcass. It produces such retail cuts as . . .

- Blade Pot Roasts (1)
- Arm Pot Roasts (2)
- Boneless Chuck Pot Roasts (3)
- Boston Cut or English Cut
- Arm Steaks
- Blade Steak
- Ground Beef
- Boneless Stew

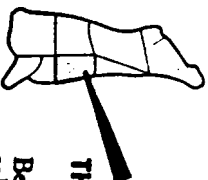


6. Rib Roast



THE RIB . . . is the most popular wholesale cut in the forequarter. But, the Rib makes up only 9 out of every 100 lbs. of carcass beef . . . produces such retail cuts as . . .

- Rib Roasts (6)
- Rolled Rib Roasts (7)
- Rib Steaks (8)
- Short Ribs (9)



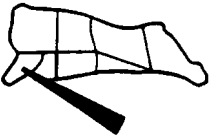
THE SHORT PLATE . . .

Below the Rib is another wholesale cut called the Short Plate. It produces . . .

- Short Ribs (9)
- Plate Boiling Beef (10)
- Rolled Plate, and
- Hamburger

SUET . . .

In a 1,000-lb. steer there are about 22 lbs. of Suet which is of little value to either the housewife, the retailer, or the meat packer.



THE BRISKET AND FORESHANK . . .

The brisket produces such cuts as . . .

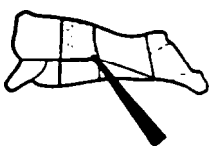
- Brisket (Bone In) (4)
- Brisket (Boneless)
- Corned Beef

The shank produces . . .

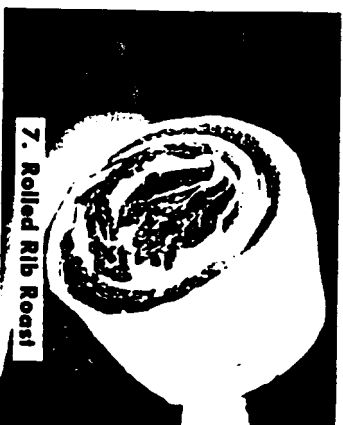
- Shank Cross Cuts (5)
- Shank Knuckle
- Ground Beef



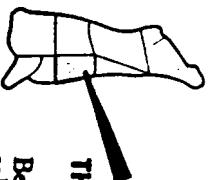
4. Brisket



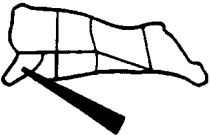
7. Rolled Rib Roast



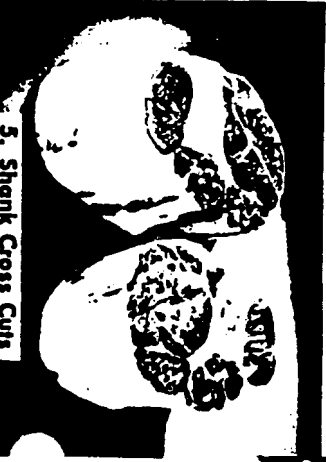
8. Rib Steaks



9. Short Ribs



Boneless Chuck



5. Shank Cross Cuts

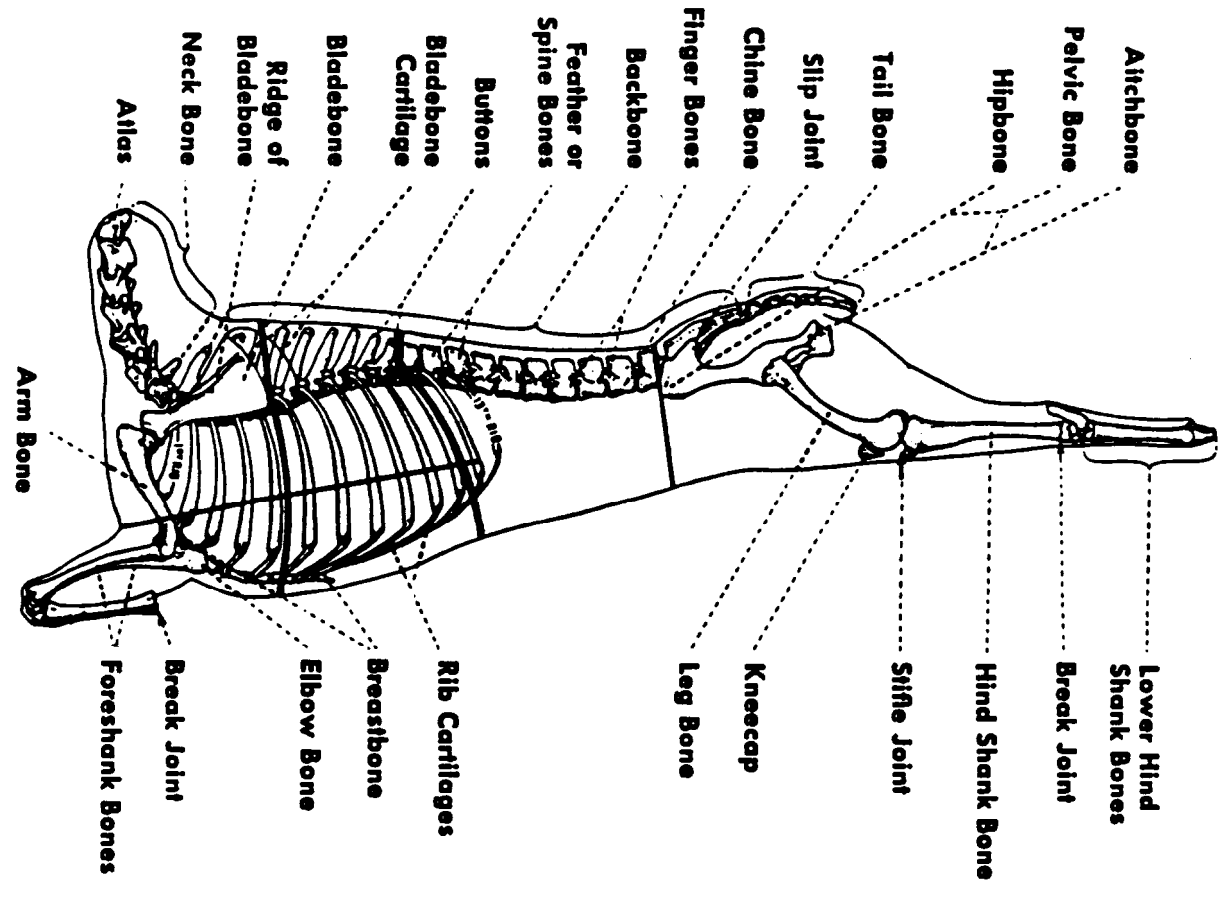


10. Plate Boiling Beef



WHOLESALE BONE STRUCTURE

Location and Names of Bones



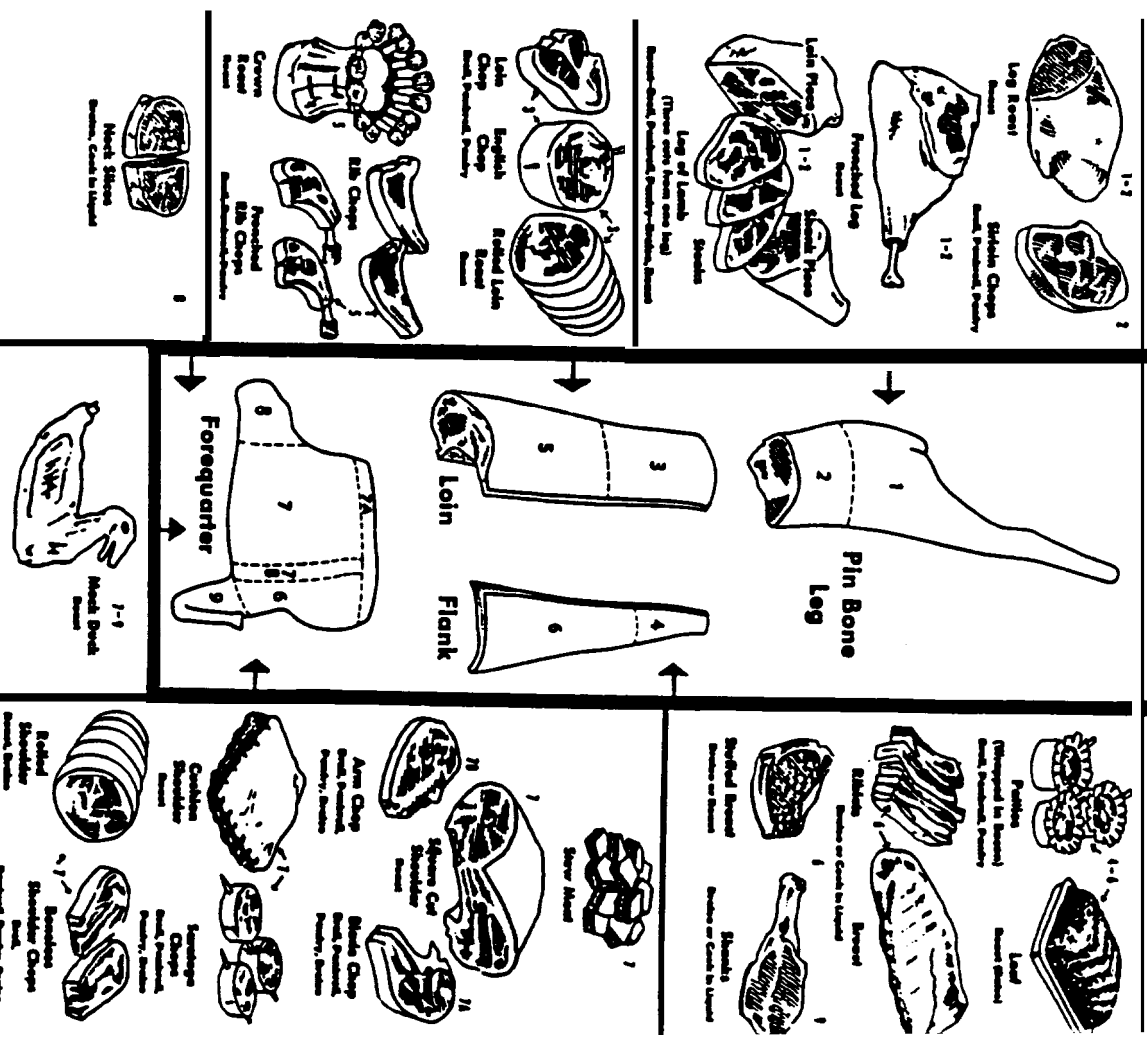
LAMB

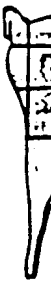
WHOLESALE AND RETAIL CUT

RETAIL CUTS

WHOLESALE CUTS

RETAIL CUTS





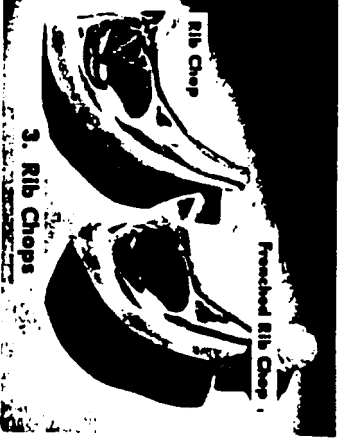
LAMB CUTS



1. Loin Chops



2. Rolled Loin



3. Rib Chops



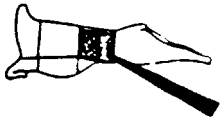
4. Crown Roast

Since Biblical days, lamb has been a food for feasts as well as an excellent everyday meat. Many nationalities are famous for their lamb barbecues.

THE LOIN . . .

is one of the most popular wholesale cuts. However, it makes up only about 17% of the dressed weight of the lamb carcass. From it you get . . .

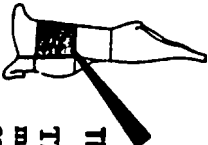
- Loin Chops (1)
- English Chops
- Rollled Loin (2)



THE RIB . . .

The Rib is also known as the Rack—makes up about 13% of the lamb carcass. From it you get . . .

- Rib Chops (3)
- Frenched Rib Chops (3)
- Crown Roasts (4)
- Regular Rib Roasts



Other popular lamb cuts . . .

- Leg of Lamb (5)
- Sirloin Lamb Chops
- Lamb Roast
- Lamb Shoulder Roast



5. Leg of Lamb



6. Rolled Shoulder



A wide variety of tasty and thrifty cuts includes . . .

- Rollled Shoulder (6)
- Arm Shoulder Chops (7)
- Blade Shoulder Chops (7)
- Square Cut Shoulder (8)
- Lamb Patties (9)
- Lamb Shanks (10)
- Riblets (11)
- Lamb Breasts



Arm Chops

Blade Chops

7. Shoulder Chops



8. Square Cut Shoulder



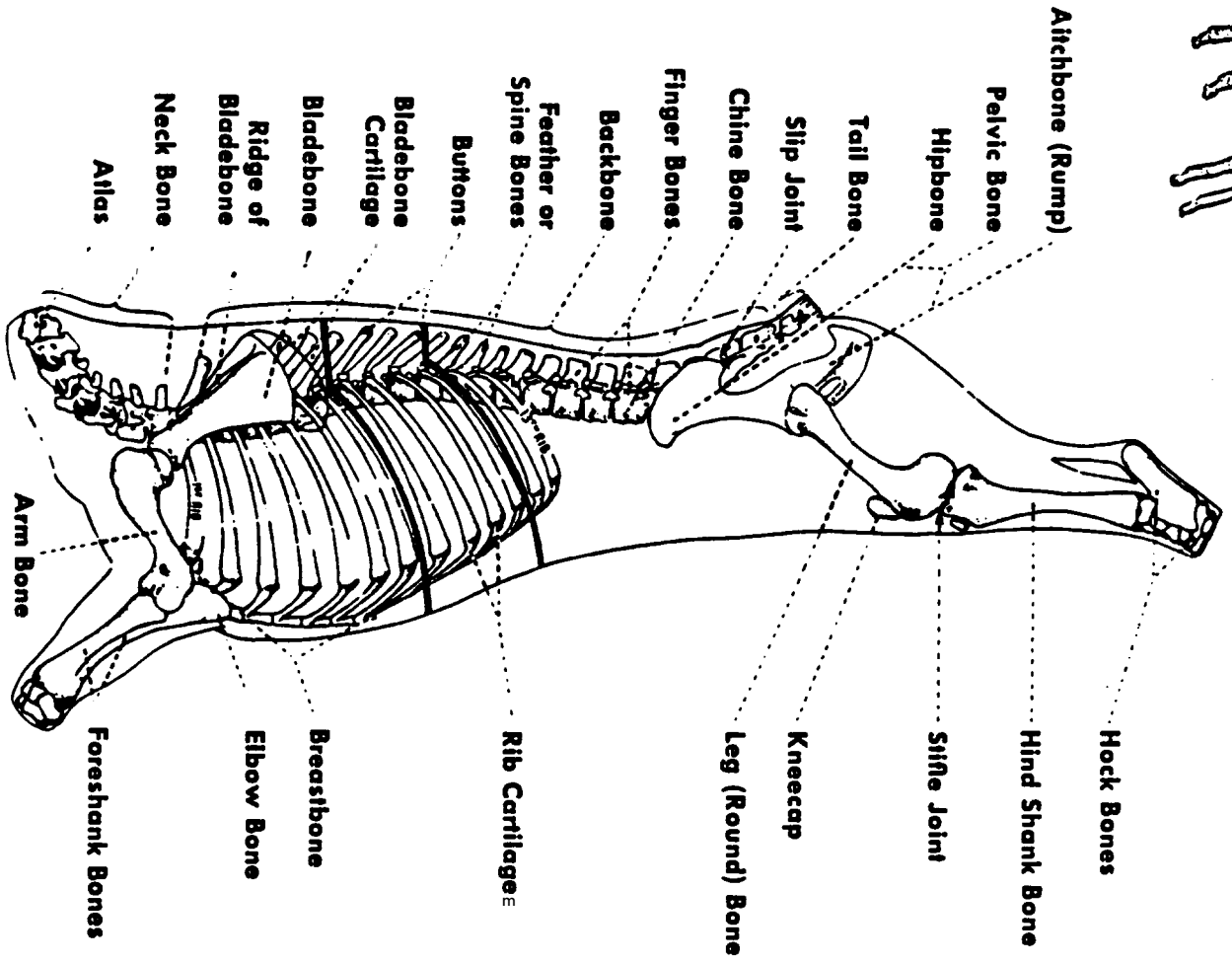
9. Lamb Patties



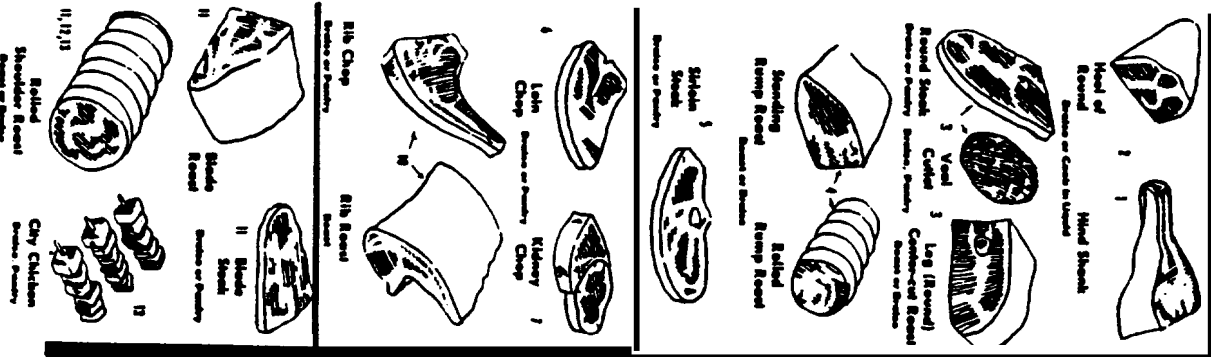
10. Lamb Shanks



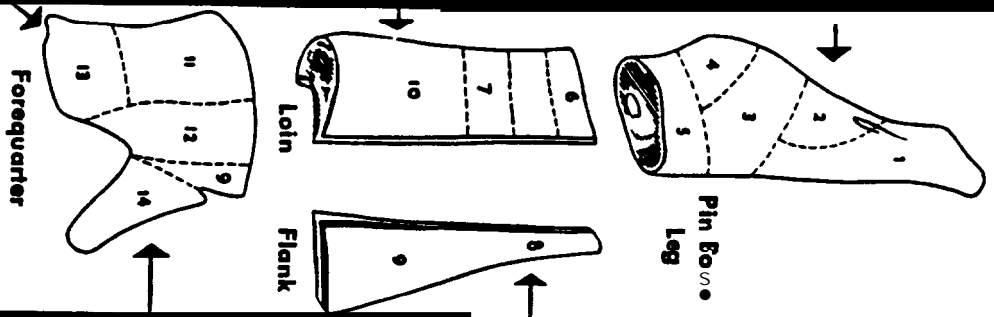
11. Riblets



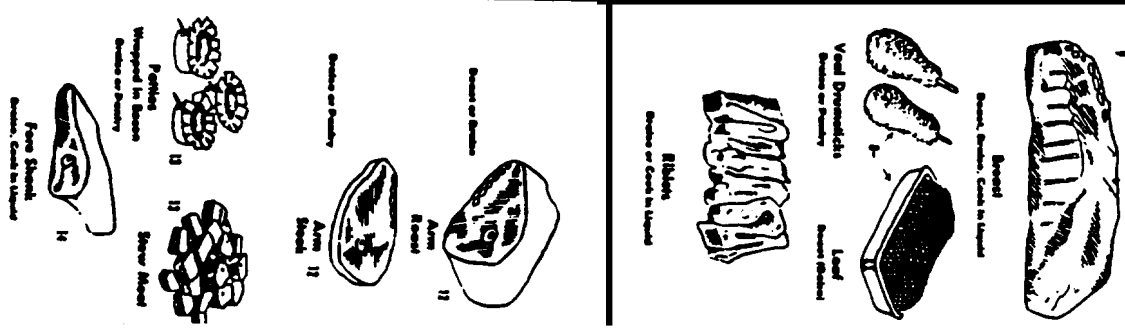
RETAIL CUTS



WHOLESALE CUTS

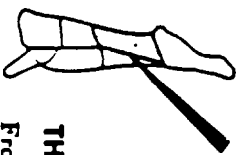


RETAIL CUTS





1. Loin Chop

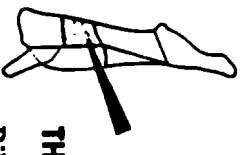


THE LOIN . . .

From the loin come three popular veal cuts . . . Loin Chops (1), Sirloin Steaks (2), and Kidney Chops (3). But, there aren't many of them. After the veal is dressed, only 10 lbs. out of every 100 lbs. is loin.



2. Sirloin Steak

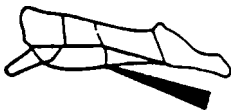


THE RIB . . .

Rib Chops (4), Rib Roasts, and Crown Roasts come from the Rib. But, there's even less Rib than Loin . . . less than 8% of the dressed weight.



6. Riblets



THE FLANK, BREAST, AND SHANK . . .

From the Flank, Breast, and Shank come the less expensive cuts, such as Riblets (6), Veal Loaf, Veal Drumsticks, Foreshank (7), Veal Patties, Breast of Veal for Stuffing (8), and Stew Meat.



THE LEGS . . .

The two hind Legs make up over one-third of the total dressed weight of a veal. A half-dozen or more retail cuts come from the Leg . . .

Round Steak (9)

Center Cut of the Leg (10)

Heel of the Round (11)

Standing Rump

Rolled Rump

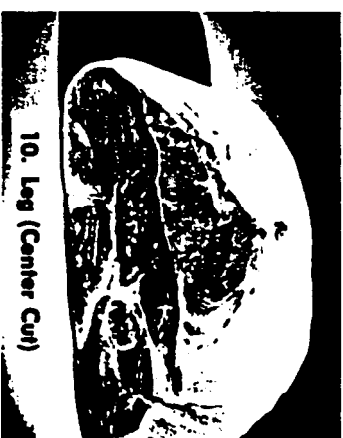
Hind Shank



8. Breast of Veal



9. Round Steak



10. Leg (Center Cut)

THE SHOULDER . . .

Besides Arm Steaks and Blade Steaks (5), many thrifty veal cuts come from the Shoulder—the second largest whole-sale veal cut (26-27% of the dressed weight). Other cuts include City Chicken, Rolled Shoulder, Blade Roasts, and Arm Roasts.



3. Kidney Chop



5. Blade Steak



7. Foreshank



11. Heel of the Round

BY THE ONES

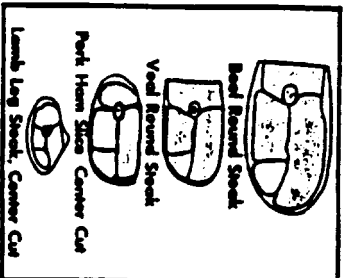
YOU MAY KNOW THE

To Identify a Meat Cut
 Classify it first as beef, veal, pork, or lamb. Beef cuts are largest, lamb cuts the smallest veal and pork cuts about halfway between. Next, identify the cut according to its location in

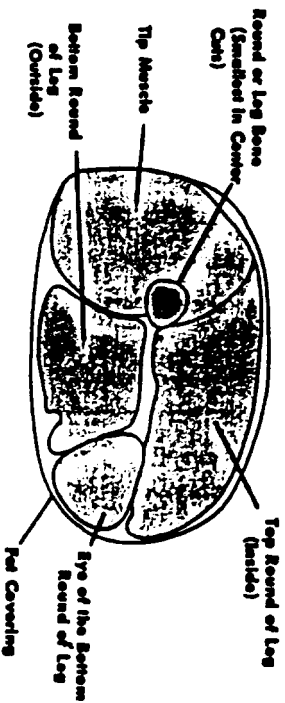
the carcass. This is comparatively easy when you know the bone and muscle structure. It's the same in all four meats as shown in these illustrations.

ROUND STEAKS . . . HAM . . . LEG STEAKS

KIND OF MEAT

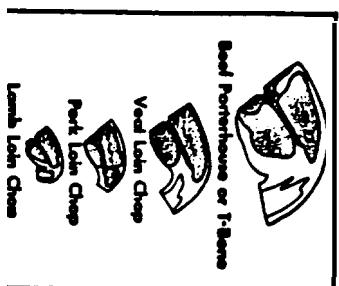


TYPICAL CUT

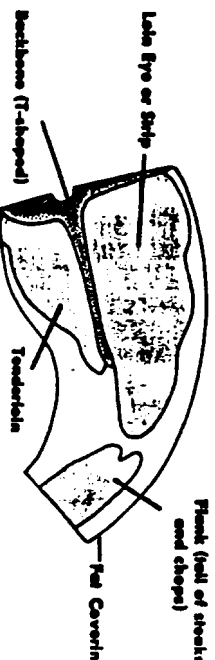


Other Features: Oval shape. Separating lines of connective tissue and fat between muscles.

KIND OF MEAT



TYPICAL CUT

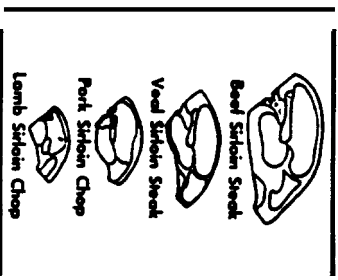


Other Features: Tenderloin is larger in porterhouse than in T-bones. Beef club steaks look very much like porterhouse except that club steaks contain no tenderloin.

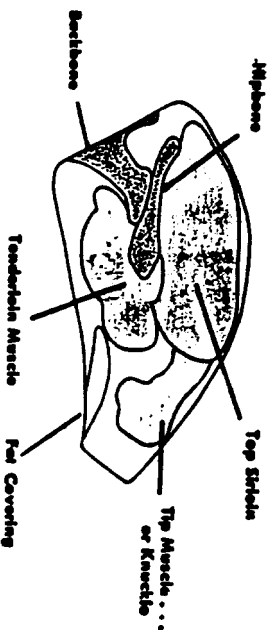
PORTERHOUSE . . . T-BONES . . . LOIN CHOPS

SIRLOIN STEAKS . . . CHOPS

KIND OF MEAT



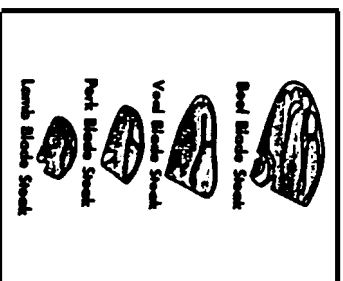
TYPICAL CUT



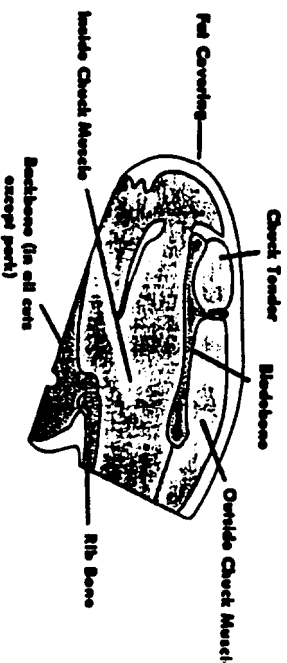
Other Features: The Tip muscle is replaced by the Flank muscle in steaks and roasts that are cut across the forward end of the hipbone. In some steaks and chops the Tip muscles appear to have been cut with the grain of the meat.

BLADE STEAKS

KIND OF MEAT



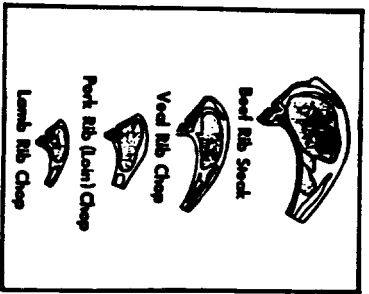
TYPICAL CUT



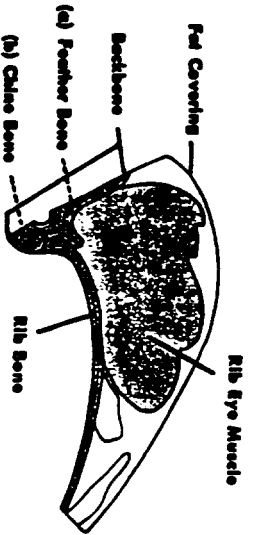
Other Features: Inside Chuck Muscles run in different directions. Backbone is in all cuts except pork. The Rib Bone is in all cuts except pork unless the cut is made between the Ribs.

RIB STEAKS . . . CHOPS

KIND OF MEAT



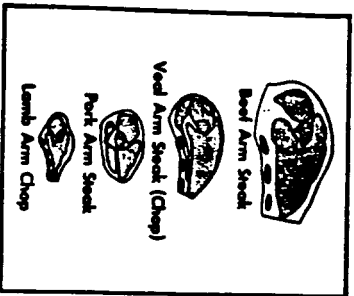
TYPICAL CUT



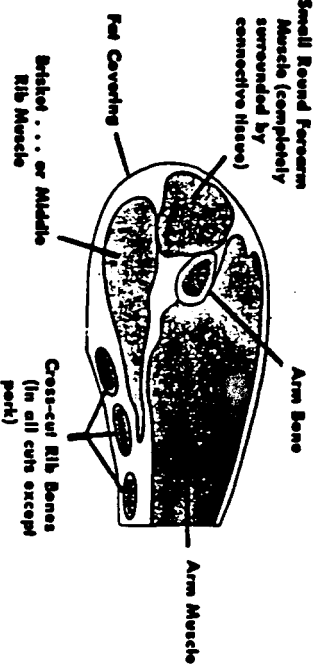
Other Features: Steaks and chops near the Chuck or Shoulder have a thin layer of meat over the Rib Eye called Rib Cover. The Rib Eye is a continuation of the Loin Eye muscle.

ARM STEAKS . . . CHOPS

KIND OF MEAT



TYPICAL CUT



Other Features: Although cuts from the Round and Arm look somewhat alike, a close comparison shows a wide difference in muscle structure. Cuts from the Round contain no cross-cut rib bones.

2. (f) COMPETITORS IN COMMON PRODUCTS

Markets:

Protein supply to all major domestic markets is supplied by beef, veal, pork and lamb.

Game or unique **products** for the foodservice industry is the major potential for Musk Ox.

In **Canada and U.S.** the comparable or competing product can be identified as:

N.Z. Red Deer
Buffalo or Bison
Wild Boar

N.Z. Red Deer is imported by food service purveyors and present selling prices in Alberta:

Boneless Legs	- \$ 22.90 kg.
Saddles	- \$ 28.50 kg.
Boneless Shoulders	- \$ 16.00 kg.
Bone-in Leg	- \$ 18.30 kg.

Wild Boar:

Smoked Boneless Leg - \$ 24.80 kg.

Buffalo - Bison Meat:

A major supplier of Buffalo:

Nilsson Livestock Ltd.
Edmonton, Alberta
T5L 0G7

General Manager
John Graham
Tel: 403/454-8292

Mr. Graham stated that at present they harvest approximately 300 head a year. Dressed weight of 650/850 lbs. per ccs.

Current selling warehouse prices:

Sides	- 325 lb.	715 kg.
Fronts	- 260 lb.	572 kg.
Hinds	- 435 lb.	957 kg.

Primal Boneless Cuts:

Boneless Sirloin Tip	714 lb.	15.70 kg.
Boneless Leg Inside		
Outside		
Knuckle	635 lb.	1397 kg.
Boneless Sirloin Strip	1497 lb.	3293 kg.
Boneless Rib	1429 lb.	3143 kg.
Boneless Tenderloin	1905 lb.	4191 kg.
Boneless Butts	816 lb.	1795 kg.
Boneless Shoulder Clods	431 lb.	948 kg.
Boneless Chuck	374 lb.	823 kg.
Boneless Trimmings	283 lb.	623 kg.

All product federally inspected, animals dispatched at Capital Packers, Edmonton. Processing and distribution by Nilsson Livestock Ltd.

U. S. G.

INDUSTRY NEGOTIATION STYLES IN COMMODITY TRADING.

Product negotiations in the meat processing industry are handled on an honour basis. Supplier may offer product to processor on a spot basis indicating quantity and F.O.B. point and acceptable to industry package component. i.e. sides, quarters, cases, weight with shrink or no shrink allowance on a delivered or F.O.B. basis. Offer at times may be for immediate acceptance or a specified time (i.e. close of business following day), some offers made subject to prior sale.

The offering of Musk Ox by supplier can be handled with processor post test market on the basis of confirmed quantity booking for his projected sales. This joint venture style offers processor to solicit his customers for their requirements and then processor can submit to supplier his firm commitment or quantity to be harvested for his account. Terms then can be negotiated as to delivery cycle in line with harvest constraints, terms of payment, and pricing. The commodity, Musk ox, can best be assisted in marketing by not having a perceived surplus of unsold product. Quantities outlined in terms of reference can best be achieved by harvesting to orders.

Terms of Payment:

The commodity Musk Ox should be offered on the basis of no longer than monthly terms from invoice date to processor.

Contract pricing can be established on the basis of agreed price and storage or average price for a season (i.e. 6 months).

Packaging by supplier for deliver to processor has been addressed, changes may be needed once experience by both parties can be evaluated.

If and when a contract is required, components of contract will state:

- Agreed price and method of invoicing
- Delivery dates if applicable
- **Delivered Or F.O.B.** points
- Quantities to be supplied and/or booked
- Quality **specification** to age, trim and packaging, weight range of product.
- Terms of payment
- Exclusivity

2. (h) SCHEDULE/CYCLE FOR PRODUCT TO ACCOMMODATE MARKET

Product shipped in **frozen** state plus constraints of weather will **dictate** some of the scheduling.

Test market should give some indication as to quality level. That may be more acceptable based on time of harvest. A program to harvest against bookings will allow supplier to optimize for quality and availability for market demand.

2. (i) PRODUCT TESTING AND PROSPECTIVE CLIENTS

Once the physical properties of Musk Ox have been reviewed with product testing and cut outs, major food service accounts can be enlisted in testing various cuts for menu offerings. Some specific outlets are C.P. Hotels (national scope 14 outlets), white table linen restaurants such as **LaChaumiere**, Calgary, **Debrovnicks**, in Winnipeg, Hilton, Four Seasons, **Westin** Hotels, House of Commons Dining Room. Specialty restaurants in large North American cities: Montreal, **Ottawa**, Toronto, **New York**, **Boston**, Minneapolis, **Los Angeles**, San Francisco and Vancouver. Processor's distribution channels to cover through brokers, food service purveyors, and direct sales.

2. (j) METHODS OF PURCHASING/SELLING WITH ATTENTION TO THE LOGISTICS IN THE PROVISION OF THESE PRODUCTS TO THE MARKETPLACE.

Purchasing:

Product delivered in frozen state. Product to be protected from the elements and temperature maintained at levels for product to remain frozen.

Product to be transported from harvest area to freezer storage with minimum delay and maintenance of proper temperatures.

Selling:

Processor with Federal H of A inspection offers credibility to potential customers that product has been prepared, packaged and stored in line with federal regulations.

Distribution of product once sale has been made to comply with refrigerated delivery and handling.

Sales list to identify product name, portion size if applicable, product frozen, package weight and size. Sales literature to identify Musk Ox as Arctic product highlighting factors as purity, pristine environment, natural growth with no supplementary additives. Nutrient factors when available as to per 100 gram cooked serving, calories, protein, fat, iron, **thiamin**, zinc.

3. (k) SEASONALITY:

Lack of experience with product to ascertain the validity of **seasonality** for the use of Musk Ox. Buffalo sales are **highest** during the summer months. This can be **attributed** to the tourist flavour in the food service sector utilizing this product. It has also been indicated that the fall season relates to game hunting and thus awareness of unique or limited supply. Protein animals are at a greater awareness level. Processors and food service should be striving to create demand in **later winter** and **spring** for early utilization of initial harvest and eventually have a relatively stable demand for product all year.

3. INTERNATIONAL MARKETPLACE

Consultation with Alberta Agriculture personnel:

Ron Pettit - Manager Development Section
Doug Hill - International Trade Director
Bob Tchir - Development Officer
Dave Rous - Trade Director

(a.) Trends:

Licenses, permits, custom recfulations.

Referred to federal agriculture representative Doug Nix to verify E.E.C. requirements. Mr. Doug Hill International Trade Director indicated that the fact that Musk Ox does not have a competitive product in Europe he felt many custom requirements would be waived. Federal H of A approved product is acceptable in countries such as Norway and Sweden. Germany, Austria and Switzerland are good potential markets for this type of product. European tastes and preferences for game type of meat are recognized.

The negative factor in the International Market is that the high cost of freight initiates only the purchase of the perceived higher quality cuts, (i.e. loins) with no utilization of the less expensive cuts.

Based on the volume of protected harvest it was stated that the North American Market should be the major focus for sale and distribution. International trade to be developed in the future with tried and tested products.

Reconfirmed with Alberta Agriculture, the availability for an Alberta processor to enlist the aid of Government facilities both at Leduc and Lacombe. Suggested that bookings be made 30 days in advance for any scheduled testing or processing.

4. SECONDARY PRODUCT;

Have done only limited study. Contacted Dominion Tanners Edmonton - Rod Hunter, Edmonton Fur Tanning - Charles. Discussed potential for hides and wool. Presently there is no process in Alberta to separate wool from hide to salvage wool hair. Tanning process burns off hair. Fur tanning presently done for trophy rugs and heads.

David Wong, Alberta Agriculture, presently in Orient, will contact on return as to potential usage of horns.

Cost of freight to move inedible by-products and organ meats negate the viability of their use at the present time.