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Letter to Editor

Re: Alberta Beef

How do you know if its Alberta beef? If it tastes good, then it probably is. And taste, not pedigree, is what it's all about. Thankfully, our consumers agree with us on this, and through the many challenges which the beef industry has faced over the last few years, they have proven their devotion to our quality product by bellying up to the burger and steak bar more often to prove it.

We need to remember is that all beef presented to the consumer in this province is a world class product which has been rigorously inspected and certified by the Canadian Food Inspection Agency, and that process alone ensures the consumer is getting the very best beef available anywhere.

Alberta's beef industry is a significant and well-respected player in today's global marketplace and I am proud to be part of that industry. I Still Love Alberta Beef.

Doug Sawyer
Pine Lake-area rancher
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