

Ferme d'ORée Farm
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January 2019 newsletter

Dear Clients,

We raised our first pastured pigs in 2002 on a little farm in the Saguenay. Unfortunately, the world was not ready then, and we gave up...

Since we started the Ferme d'ORée in 2011, we have been aiming for the best quality and the highest standards in sustainable agriculture. These **include but are not limited to** 'pastured' or 'grass-fed' (or whatever the hype will be in a couple of years).

Sustainability is about so much more. Quality is about so much more. Once again, it seems that the world is not entirely ready...

Quality is expensive to produce, and we have not paid ourselves a salary since we started farming. We figure that we deserve to be paid for our work too, so we will increase prices by 5%, except for bulk orders.

Yet, for you there might not be much of a difference. We offer three solutions:

1. The **Coop la maison verte** is reducing its commission to match the increase...hence no change for people who buy there. Thanks!

1. To help us manage our stock, we will have **more specials**. If you use the specials wisely, you end up paying less than you used to! The specials for January are -10% grass-fed beef fondue, -10% leg of lamb, - 20% (ground pork and pork cubes), -10% (chicken carcasses)

1. With our expertise however, we can also offer **no-frills** pastured pork (\$2.75/lb) and grass-fed beef (\$5.00/lb), much cheaper than anyone else. Quality will not be the same: the pork will not be Berkshire but Duroc, and the beef will not be Limousin/Angus, and will be butchered at a lower weight. We will offer only **seasonal bulk purchases in the fall** only and you must **reserve beforehand** via our website. And why not? If more people can afford pasture raised or grass-fed animals, we have more opportunities to teach about what matters more for your health, animal welfare, quality and sustainability!

We know that our Berkshire pork and Limousin/Angus beef are more than worth the extra cost, but in 2019 we let you choose!

Despite record sales, our freezers are jam-packed. We need your help in talking about the Ferme d'ORée to your friends and family and on social media.

Some changes: the delivery date for Coop la Maison Verte has changed and the time for the Hochelaga deliveries has changed. Instead of delivering in

Longueuil, we will go to St-Lambert!

The address is 307, avenue Whimbey, Saint-Lambert, J4R 2A2

Our deliveries for January are:

Wednesday, January 9th

Coop La Maison Verte NDG

Sunday, January 13th

Ste-Anne-de-Bellevue, Ahuntsic, Rosemont,

HOMA

Monday, January 14th, 21st, 28th

Sherbrooke Cathédrale

Sunday, January 20th

Magog, Bromont, St-Lambert, Atwater

Happy 2019!

Gert, Sarah, Rosalie and Camille

