



Breaking Down The Silos...

Penokean Hills Farms Inc.

COMMUNITY FUTURES ONTARIO

CONFERENCE - SAULT STE. MARIE, ON

JUNE 3-4, 2024

Beef Value Chain

- ▶ Cattle Genetics
- ▶ Cow-Calf Operations
- ▶ Feedlot & Crop Production
- ▶ Abattoir
- ▶ Branded Meat Sales

Cattle Genetics

Emphasis On:

1. Rapid Growth
2. Feed Efficiency (Conversion)
3. Carcass Traits
4. Animal Health



Penokean Hills

Aerial views of the cow herd and facilities.

Cow Herd Mandate:

- ▶ Produce Calves that will be market ready at 18 months of age.
- ▶ Sell Genetically preferred Bulls to consigning cow herds.
- ▶ Buy back calves into the program.

Feedlot Operations

Former Thessalon
Airport



Feeding the Cattle

(Morning &
Evening)



Crop Supply

- Peas
- Wheat
- Silage
- Cob meal
- Forages (alfalfa, clover, grasses)

All can be locally provided by area farmers.

Penokean Hills Farms Inc.

New Abattoir at 9450 Highway 17 East
in Bruce Mines, ON.



Abattoir Design Features

- Building is 14,000 Sq. Ft.
- 50 Cattle per week (2500/yr.)
- 20 Hogs per week (1000/yr.)
- Slaughter & Carcass Fabrication
- Ready-To-Eat Kitchen
- Smoker Facility
- Dry Aging Rooms
- Packing Room: Wholesale & Retail
- Custom Cuts Freezer
- Retail Store

Zone 1: Kill Floor

View of the
Knock box,
Station One
Transfer Station
and Station
Two De-hiding
Station.



Zone 2: Meat Processing Area

Production Team during meat fabrication processing.



Zone 3: Production Hallway

Coolers

Kitchen

Packaging

Shipping



Zone 4: Retail Store Front



Staffing

- Slaughter & Fabrication - 8 persons
- Packaging – 3 persons
- Kitchen & Smoker – 2 persons (Chef plus 1 person)
- Retail Store – 3 persons
- Cleaning, Maintenance & Deliveries – 2 persons
- Sales, Administration & Accounting – 3 persons
- Feedlot – 3 persons
- Cow/Calf & Crops – 3 persons

Total of 27 persons

Demographics

- ▶ Both male & female
- ▶ Cross Trained
- ▶ Relatively young in age
- ▶ Totally Eager

A Bruce Mines Destination ...

A Complete
Supply Chain
of Meat
Products

- Scalable
- Repeatable



Thank You!

We are honored
to be part of the
Community
Futures Ontario
Conference!

Penokean Hills Farms Inc. 2024

