

# Industry Investment

## Valbella Gourmet Foods' Commitment to Quality Drives Success

Nestled in the mountains of Canmore, Valbella Gourmet Foods is one of Western Canada's premier meat processors. As a family owned operation, the company has built upon its European tradition to offer customers locally sourced gourmet foods using solely natural ingredients. In partnership with the Alberta Livestock and Meat Agency (ALMA), Valbella Gourmet Foods is continuing to grow its business and its product lines.



Valbella is beginning to upgrade and streamline the production lines in its Canmore facility. The addition of a smoke house system plus upgrades that include a bowl cutter for sausage production are expected to raise Valbella's weekly production by 20 per cent. This 20 per cent increase is good news for the local beef, poultry, pork and bison producers who supply Valbella.

Even with the upgrade, Valbella is still experiencing an overall capacity crunch.



**Valbella's new bowl cutter.**

"Over the last 35 years or so, our company has grown from a 1,000 square foot plant to our current place which is around 25,000 square feet." Jeff von Rotz, General Manager of Valbella Gourmet Foods explained, "Modernizing this space is going to help us, but we have a constantly growing customer base. To keep up with our success, we need to take every opportunity to increase our capacity."

Valbella's products are sold all over Alberta and are a steady source of demand for the local producers.

Gordon Cove, ALMA's president and CEO, said, "Valbella has a tradition of success that creates economic benefits in the surrounding community, both for Valbella employees and the producers who supply the meat to them. Whenever a processor profits and grows, it helps our domestic livestock industry. At the end of the day, producers work with processors to create

high-quality, value-added products that consumers want, thereby creating a more competitive and sustainable meat and livestock industry."

Learn more about Valbella and its products at [valbellagourmetfoods.ca](http://valbellagourmetfoods.ca).

### about ALMA

ALMA provides ideas, information and investment to help Alberta's livestock and meat industry become more profitable, sustainable and internationally respected. Learn more at [www.alma.alberta.ca](http://www.alma.alberta.ca). Contact: Nicole Paradis, ALMA Communications, 780-638-1932 or email: [nicole.paradis@almaltd.ca](mailto:nicole.paradis@almaltd.ca).