

P. Princi Food Services - Carrying Forward the Legacy of Seven Generations of Princi Butchers

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In the world live 70,000 million farm animals, which use in their diet a third of the cereals produced on the planet, 90% of soybean meal and 30% of fish catches. Rarely, cattle feed on grasses and fodder. To maintain all this livestock, big plantations are needed, which in turn demand fertilizers and pesticides. All this, of course, has serious consequences for the planet earth and human health.

However, there are Perth butchers committed to the health of their customers and the planet. Joe Princi is very selective about the farmers he works with and looks for those using chemical-free fertilizers such as the new Grow Safe mineral based fertilizer and livestock free of injections, chemicals, and added hormones. All the product features heavy marbling to ensure unique flavor. "We invest heavily in our products and I regularly visit all the farms where our livestock is grown to ensure I understand the fertilizer program, genetics program, breeds, handling of stock, history of the farm, pasture quality and of course, the feedlot," Joe said.

Joe is drawing from his unique skill set of farming, butchering, exporting and retail to bring a new Western Australian premium product to market from his Perth butchers shop. Consumers are increasingly appreciating locally grown, quality product and their appetite for premium local meats are no different.

About P. Princi Food Services

For seven generations the Princi family has been providing quality meat and smallgoods to Western Australians families, restaurants and caterers. The family owned and operated business operates Princi Food Services from its factory in O'Connor where it supplies to many of the State's best-known restaurants. The company also sells direct to the public from its store on Lefroy Road, Beaconsfield.

What sets Princi apart from the rest is the hands on, passionate approach to everything they do – from working direct with farmers to grow the product, to butchering and preparing meats and smallgoods Perth in their own factory. Princi Food Services are dedicated to bringing back the farming, flavouring and ageing techniques of their forefathers for the enjoyment of all Western Australians.

CONTACT: Contact name: Joe Princi. Phone: (08) 9314 2494 Email: butchershop@princifoodservices.com.au WEB: www.princifoodservices.com.au Address: Retail store: Shop 11a Beconsfield Shopping Plaza 115 Lefroy Road, Beaconsfield WA 6162

Contacts

Joe Princi
(08) 9314 2494
[mailto: butchershop@princifoodservices.com.au](mailto:butchershop@princifoodservices.com.au)