

EXPORT LEADER

Montpak International



HARVEY BUKSBAUM
President

In 2006, Montpak, founded in 1959, joined forces with Transformation Bellivo to form Montpak International, a family-run company specializing in the processing of veal into a line of fresh, frozen and value-added products. Today, close to 250 employees work to satisfy the demands of customers from throughout the world at the company's modern facilities, which have been located in Laval since 2010. Montpak International is positioned as an export leader in an industry in which competition is fierce, given the current climb in the price of meat.

Most of Montpak International's export sales are made to the United States. However, the company also distributes its products in Mexico, Dubai and, in its newest market, Asia, particularly Hong Kong, Taiwan and Korea. The development of the Asian market is the result of a strategic decision on the part of management. In fact, as Harvey Buksbaum explains, "There is a glut in the market in North America. Instead of trying to get a piece of the same pie and entering into a price war, it was better for us to go after the international market and find new customers." To do so, Montpak International hired an experienced person who is now in charge specifically of international sales, because an exporter has to be familiar with consumer habits in order to meet the particular needs of markets. As the company's president points out, "Every market is different. The exact same piece of meat can be prepared in various ways, depending on the place where it is marketed. There are many different types of cut, packaging requirements, and so on."

**"OUR CLIENTS ARE REASSURED
TO KNOW THAT THE PRODUCTS
THEY BUY ARE SUBJECT TO A
STRICTLY MONITORED
PRODUCTION PROCESS CENTRED
ON QUALITY."**

In addition to its ability to deliver products suiting various markets, Montpak International stands out for its "farm to table" vertical integration, which enables it to control the quality of its products throughout the entire production process. Food safety is one of the main strengths of the company, whose facilities are regularly inspected by the federal authorities and HACCP accredited. Montpak International has also recently received SQF certification, attesting that its products are made according to the highest international standards. As well as strengthening customers' confidence in the company, meeting such criteria is a major asset for its doing business internationally, as veterinary authorities in the countries it targets conduct lengthy selection processes that take facilities' compliance with Canadian requirements into consideration.

Totally employee-focused, Montpak International can count on skilled, productive workers who know the production process inside out. Its new facilities have been designed so as to increase productivity, while at the same time provide working comfort and safety. Finally, the company has not hesitated to invest in high-tech equipment to satisfy the needs of its customers, something that can prove to be profitable in the long term.

For further information about Montpak International, contact Harvey Buksbaum at 450 665-9524, or visit the company's website: www.montpak.ca.