



April 27, 2020

Dear Valued Customers,

It is a strange time, for everyone. It helps us, and possibly you too, to remind ourselves we are all in this together. Physically separate, but together in spirit. And to deal with it all, it helps to talk about what is going on. So in that vein, we want to share with you where Black Sage Butcher Ltd. is at.

Since March 24, 2020 we have been exclusively employing a pre-order + pickup service model in response to the COVID-19 pandemic. And we're not going to lie, it has not been easy. This isn't an ideal way to sell a product that is enhanced by a sensory experience and interactive customer service. This model is incredibly resource-heavy, requiring much more work to sell less product than we would under normal circumstances at this time of year. We also know this method has alienated some of our regular customers who are unable to work within this model for their own reasons, and for that we are sorry. All we can do is hope they'll return to the shop when we are able to resume normal operations. However, we have chosen to operate this way because we believe it is the safest way to stay open for us, our staff, and our customers, while leaving some hope that we can ride out the pandemic and come out the other side.

In addition to the increased operational costs and challenges, we are seeing the pandemic's impact on our supplies. Much of our raw product has increased in price, yet we've been reluctant to raise prices because even in the best of times most food-related businesses fail within their first year. Food-related businesses have razor thin profit margins, and ours is no different. However in the past week, several meat processing plants have been closed due to COVID-19 outbreaks. And while our product may not pass through any of these plants, the overall supply chain is impacted by these closures. As a result we've seen a spike in some of our vendor prices. As we already have limited profitability, we have no choice but to increase some of our prices to ensure the sustainability of our business. An updated product list with prices is available on the home page of our website: www.blacksagebutcher.ca.

We assure you that the high quality product you've come to know us for, will not change. We are committed to continue to provide ethically and naturally raised meat from local producers. In fact, we've been taking steps to source even more locally, and hope to have more news on that front soon.

While there is some uncertainty in the market right now, Canada is producing more than enough food to feed Canadians. There is currently unprecedented demand in the market, which has caused shortages in some products and prices to rise, however this is not a sign of scarcity or a breakdown in our food systems. To do our part, we have set buying limits on some of our

products. We encourage you to buy enough for no more than a week or so, and rest assured that if we all do this, the supply chain will be more stable as a result.

Most importantly, we would like to take this opportunity to thank our customers who have continued to support us during this difficult time. We recognize that we are fortunate as small business owners to be able to continue to operate during the pandemic. While we struggle with the physical and economic vulnerability we are experiencing, it buoys us to have the appreciation and support of our customers. Every smile, encouraging message, and word of thanks, makes every day that much easier. And for that, we thank you.

We hope this update provided some perspective as to where we and our business stands during this exceptional time. May you all stay safe, sane, and healthy.

Sincerely,

Matt and Ravina
Black Sage Butcher Ltd.