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## FOR IMMEDIATE RELEASE



# Rochesterians Face Meat Shortage During COVID-19 Crisis

## Local butcher shop, Skip's in Fairport Steps-Up to Feed the Community in Need.

**ROCHESTER, NY — March 19 , 2020** —Given the COVID-19 outbreak many local businesses are being impacted and among the most obvious is food supply. Grocers and retailers are struggling to keep up with the demand, especially for meat and poultry. This has a domino effect, starting at the top of the supply chain with beef suppliers working to quickly adapt to the new demands from retailers.

As big name grocers scramble to re-stock, a local small business rises to the occasion to provide the essentials necessary to support the community. When the Owner of [Skip's in Fairport](#), Steve Pink, began seeing the developments unfold with the quarantine he knew he needed to take immediate action. He contacted his suppliers and made sure he was first-in-line and able to re-stock daily, to fulfill the demand. Pink is committed to providing the best quality meat and he wanted to ensure he would be able to continue to serve his customers the same quality they deserve, despite the circumstances.

**Over the past few days, Skip's in Fairport has been able to serve approximately 2,000 members of the community and has sold more than 15,000 pounds of meat and they don't plan on stopping anytime soon. "My number one priority is providing food for my local community who has loyally supported my small business year after year. I have some of the best customers in the world and they deserve all the extra time and effort we're putting in to making sure they're taken care of," says Pink.**

A recent article was published in [AGWeb.com](#) that stated the COVID-19 outbreak, "Implies a dramatic shift of food from the food service HRI (Hotels, Restaurants, & Institutions) sector into retail grocery sales. This represents huge demands on grocery store sales and the logistics of supplying retail stores. For beef, there is immediate demand for more processing, packaging and shipping of beef for retail sale and less processing and shipping of meat through food service distribution channels."

**Skip's in Fairport will continue to receive daily shipments and offer some of their customer favorites like their world-famous sausage and boneless chicken breasts.** The staff is also taking all necessary precautions to keep the environment clean and safe for their customers, including limiting the number of people in the shop at one time, providing gloves for check-out transactions, and continuously sanitizing all surfaces. Right now, they will remain open regular hours: Tuesday-Friday, 10 a.m. to 6 p.m. and Saturday 8 a.m. to 4 p.m.

**About Skip's in Fairport**

[Skip's in Fairport](http://www.SkipsinFairport.com) is a local, full-service meat market, located in the Fairport Village Landing. Skip's has been a household name for nearly 70 years. In 2005, Steve Pink and his sister brought Skip's out to the Village of Fairport. With over 50 years of combined experience, they created a FULL-SERVICE butcher shop built on customer satisfaction and quality products. For more information, visit [www.SkipsinFairport.com](http://www.SkipsinFairport.com)

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