



**SWEET RED PEPPERS**  
product of Canada  
Ontario no. 1 grade

**.99** /lb  
2.18/kg  
save 1.00/lb



**BARTLETT PEARS**  
product of USA  
fancy grade

**.79** /lb  
1.74/kg  
save .61/lb



Flyer Effective  
September 4<sup>th</sup>  
to  
September 10<sup>th</sup>

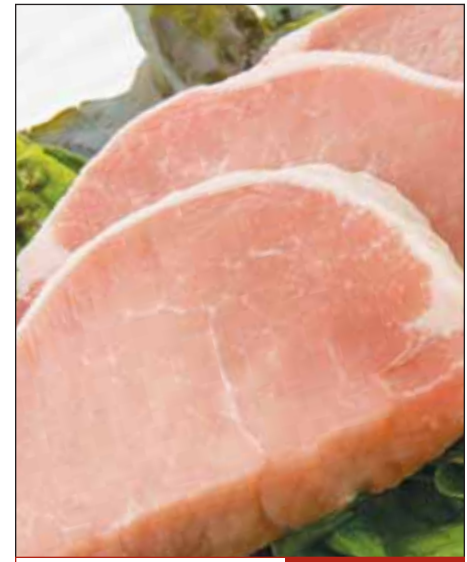


### Making the Grade

Farm Boy™ is proud to only carry beef that is certified AAA by the Canadian Beef Grading Agency. And when it comes to the subject of beef – grades matter. Beef graded AAA gets top marks for its deep marbling – a critical factor in taste and tenderness. So if you're looking to ace your next steak – be sure it's AAA.

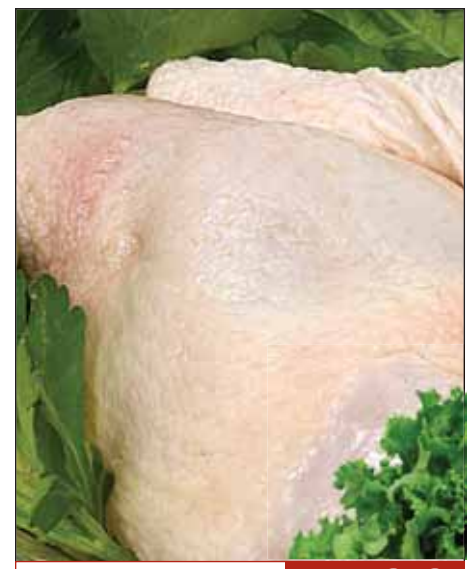
Farm Boy™ AAA Premium Beef  
**Beef Tenderloin Piece**  
product of Canada  
Cryovac package only.

**9.99** /lb  
22.02/kg  
save 10.00/lb



**PORK LOIN CENTRE CHOPS**  
fresh, bone-in  
product of Canada

**2.99** /lb  
6.59/kg  
save 1.00/lb



**CHICKEN THIGHS**  
fresh  
product of Canada

**1.99** /lb  
4.39/kg  
save 1.00/lb



**DEMI CIABATTA BAGUETTES**  
plain, multigrain or olive  
175 g

**4/5.00**  
save up to .74 ea



Farm Boy™  
**COOKED SHRIMP**  
frozen, 31 – 40 shrimp per lb  
454 g

**6.99** pkg  
save 3.00 pkg



**HAVARTI CHEESE**  
7 varieties  
store cut  
product of Canada

**2.29** /100 g  
10.39/lb



Naturegg  
**OMEGA 3 LARGE EGGS**  
dozen

**2.99** ea  
save .80 ea



Dempster's  
**WHOLE GRAINS BREAD**  
680 g

**1.99** ea  
save 1.20 ea



Yoplait  
**YOGURT**  
Creamy or Source  
16 x 100 g

**4.99** ea  
save 2.50 ea



Natreil  
**FILTERED MILK**  
skim, 1%, 2%, homogenized  
2 litres

**3.49** ea  
save 1.50 ea

**It's all about the food.™**

SPECIALS in effect from Saturday, September 4 to Friday, September 10, 2010. Stores will be closed Labour Day, Monday, September 6, 2010.

## OUR MEAT

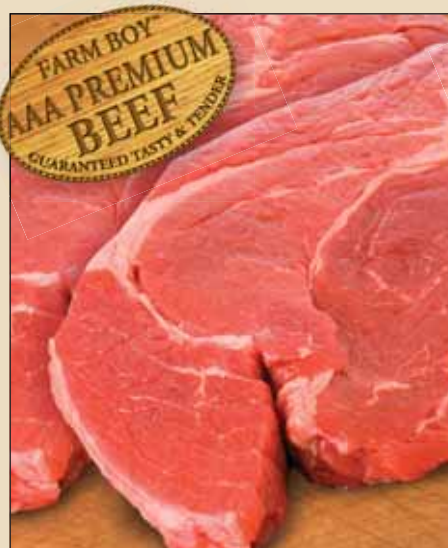
FARM BOY™

### Traditional Frankfurters

Let Farm Boy™ Frankfurters grace your barbecue, crown them with one of our tasty mustards or inspired relishes, and enjoy a royal treat! Gluten free with no by-products, artificial colours or MSG – only quality ingredients and natural hickory smoked flavour. Farm Boy™ Frankfurters are the real taste of summer. Also available, All Beef Frankfurters, \$2.49 ea., save \$.50 ea. 450 g. Product of Canada.



**1.99** ea  
save .70 ea



Farm Boy™ AAA Premium Beef  
**BLADE STEAK**  
boneless  
product of Canada

**3.99** /lb  
8.80/kg  
save 1.00/lb



Farm Boy™ AAA Premium Beef  
**EYE OF ROUND ROAST**  
product of Canada

**3.99** /lb  
8.80/kg  
save 2.00/lb

Pound for pound, chicken thighs impart richer flavour to broth than any other part of the bird. Plus, they require far less cooking time than extracting flavour out of a whole bird.

### Increase your BBQ-IQ

Master grillers know that the rich, meaty flavour of lamb sirloin chops is best grilled quickly over direct high heat. Sirloin chops are lean, so they can become tough if cooked too long. Keep chops moist and juicy by grilling for 3 – 4 minutes per side while basting with Farm Boy™ Extra Virgin Olive Oil. Choose chops that are at least an inch thick, as they are less likely to overcook.



**TURKEY BREAST**  
fresh  
product of Canada

**3.99** /lb  
8.80/kg  
save .50/lb



**LEAN GROUND BEEF PATTIES**  
fresh  
product of Canada  
pkg. of 8 for \$5.52

**.69** ea



**LAMB SIRLOIN CHOPS**  
fresh  
product of Canada

**5.99** /lb  
13.21/kg  
save 2.00/lb

## OUR SEAFOOD

FEATURE SEAFOOD

### PEI Malpeque Oysters



**3.99** dozen  
save .69 dozen

One of the world's finest, the Malpeque oyster is known for its clean, sharp taste. Cultivated from selected areas in Prince Edward Island, these oysters are superb baked, steamed, grilled in the shell, or simply served raw on the half-shell. Product of Canada.



**ATLANTIC SALMON STEAKS**  
fresh  
product of Canada

**6.99** /lb  
15.41/kg  
save 3.00/lb



**WILD SOLE FILLETS**  
fresh, boneless  
product of Canada

**6.99** /lb  
15.41/kg  
save 3.00/lb



Farm Boy™  
**RAW SHRIMP**  
frozen  
8 – 12 shrimp per lb  
454 g

**9.99** pkg  
save 5.00 pkg

Did you know you can grill oysters? Shuck oysters, being careful to retain as much liquid as possible, and season with herbed butter and garlic. Carefully place oysters in the half-shell directly on the grate over medium heat and cook until bubbling. Serve with lemon wedges and freshly grated horseradish.

Fresh fish available at all stores, except Blue Heron.

## OUR DELI



**MONTREAL STYLE SMOKED MEAT**  
sliced in store

**1.29** /100 g  
5.85/lb



San Daniele  
**PROSCIUTTO COTTO**  
regular or hot, sliced in store

**1.29** /100 g  
5.85/lb

Dry cured prosciutto is called prosciutto crudo in Italian, whereas prosciutto cotto means "cooked ham".



Schneiders  
**TURKEY BREAST**  
fat free  
sliced in store

**2.49** /100 g  
11.29/lb



**ALL BEEF SALAMI**  
sliced in store

**.88** /100 g  
3.99/lb

## OUR BAKERY

### PIE OF THE MONTH

#### Caramel Apple Crumble Pie

Slices of crisp Northern Spy apples are smothered in creamy caramel and covered with a generous layer of buttery, crunchy crumble topping. Hailing from the Sarsfield family bakery in the Annapolis Valley, Nova Scotia, our pie of the month is only here for September. So pick up one today, because once they're gone, they're gone. 8 inch, 680 g.



**5<sup>49</sup>**  
ea

#### ITALIAN PANINI BUNS

baked in store  
pkg. of 6, 420 g

**2/4<sup>00</sup>**  
save .99 ea

For a quick treat, reheat Caramel Apple Crumble Pie in the microwave for 30 seconds and top with **Farm Boy™** vanilla Frozen Yogurt.



Farm Boy™  
**FROZEN YOGURT**  
1.5 litres

Dig a spoon into **Farm Boy™** Frozen Yogurt for the freshest in frozen flavour.

This cool delight was created only in the 1970s as a healthy alternative to other frozen desserts. Still trendy and tasty, ice cream's younger cousin uses milk instead of cream for less fat content. **Farm Boy™** Frozen Yogurt is made locally to our usual exacting standards with fresh ingredients to taste as smooth and creamy as our fabulous ice cream – with only 2% fat! Try vanilla, strawberry or new chocolate for a refreshing sweet treat. Garnish with our Caramel or Double Chocolate Dessert Toppings. **Farm Boy™** Frozen Yogurt is cool and creamy contentment.

**5<sup>49</sup>**  
ea

### Store Coupon

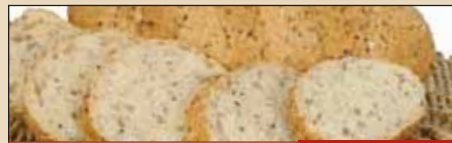
**Save \$1.00 each**

Farm Boy™  
Frozen Yogurts

Farm Boy™  
Ice Creams



Expiry Date: October 1, 2010  
Limit one coupon per item  
PLU# 49995



#### GOODHEARTH BREAD

baked in store  
454 g

**3<sup>49</sup>**  
ea  
save .50 ea



#### NUN'S PASTRY

370 g

**3<sup>49</sup>**  
pkg  
save .50 pkg



#### HONEY NUT AND RAISIN BREAD

baked in store  
500 g

**3<sup>99</sup>**  
ea  
save .50 ea

Nun's pastry is made with pie dough and contains no cinnamon, whereas cinnamon rolls are made with bread dough and contain... well, you guessed it.

## OUR CHEESE

### CANADIAN ARTISANAL CHEESE

#### Fifth Town Bonnie & Floyd Cheese

Another gem from Fifth Town Artisan Cheese, the Bonnie and Floyd is a sophisticated washed rind, 100% sheep's milk cheese. With tangy and tart flavours augmented by the yeasty, fresh bread taste of the washed rind, this is a perfect cheese to serve with a Sauvignon Blanc or Pinot Noir. Product of Canada.



**6<sup>99</sup>**  
/100 g  
31.71/lb



#### GOUDA CHEESE

mild, spiced or smoked  
store cut  
product of Holland

**2<sup>49</sup>**  
/100 g  
11.29/lb

The mild flavour and creamy texture of Havarti make it an excellent dessert cheese. It's excellent with pears, apples, figs, raisins and walnuts.



#### BRIE CLAUDEL

product of France

**2<sup>49</sup>**  
/100 g  
11.29/lb  
save 1.00/100 g



#### PARMIGIANO REGGIANO

product of Italy

**3<sup>99</sup>**  
/100 g  
18.10/lb



#### MILD CHEDDAR CHEESE

store cut  
product of Canada

**1<sup>99</sup>**  
/100 g  
9.03/lb

A washed-rind cheese refers to the process by which the rinds of certain cheeses are washed periodically during ripening, resulting in the coppery or beige colour you find on cheeses.

## OUR KITCHEN

Delicate herbs like chives, basil and dill are easily bruised when chopped with a knife, robbing them of their fresh flavour. Using small scissors to snip delicate herbs keeps them intact and preserves their bright flavour.



#### TUNA OR EGG SALAD

made fresh daily  
225 – 285 g

**3<sup>99</sup>**  
ea



#### SPLIT CHICKEN BREAST

ready to serve  
plain, with rice or parisian potatoes

**6<sup>49</sup>**  
/lb  
14.31/kg  
save 1.00/lb



#### Farm Boy™ THIN CRUST PIZZAS

made fresh daily  
5 varieties, 7 inch  
154 – 224 g

**2<sup>99</sup>**  
ea  
save 1.00 ea

**\$9**  
**TRIO**

one TRIO entrée and  
two TRIO sides

## Featured \$9 TRIO Meal

Fresh herbs are at their peak in the summer, which is why we've added handfuls of parsley, oregano, rosemary and chives to marinate our Herb Grilled Chicken Breast. Grilled to perfection and served with a blackberry and red wine sauce, make it the star attraction in tonight's dinner. Try it alongside two customer favourite TRIO sides like Ginger Pineapple Rice and Stuffed Baked Tomato, for only \$9.



Available at all stores, except our Hillside location.

## OUR FRESH PRODUCE

### FRESH PRODUCE

#### Dandelion or Green Swiss Chard

Young and tender Chard and Dandelion leaves can be added to salads in place of lettuce – this makes a particularly good Greek salad – or substitute in spinach dishes. Mature leaves can be separated from the stalks, chopped or steamed. Serve with a pinch of salt and pepper and toss with butter. Product of Canada.



**.99** ea  
save .50 ea



**.79** /lb  
1.74/kg  
LOBO APPLES  
product of Canada  
Canada fancy grade



**2.99** ea  
save 1.00 ea  
ONTARIO CORONATION GRAPES  
2 litre basket  
product of Canada  
Canada no. 1 grade



**.69** ea  
FRESH CORIANDER  
product of Canada



**.99** /lb  
2.18/kg  
MINI CARROTS  
product of Canada  
Canada no. 1 grade



**2.99** bag  
LEMONS  
product of Chile  
bag of 12



**2/3.00**  
save .49 ea  
Marvini FRESH BASIL  
1 bunch, packaged  
product of Canada

Coronation grapes have a crisp, juicy flesh, and a vibrant blue-purple exterior with an intense sweet-tart taste. Developed in Canada in 2000, these small globes are perfect eaten on their own or a part of a cheese plate. For a special treat, try putting them through your juicer.



**2/5.00**  
save .49 pkg  
ORGANIC GRAPE TOMATOES  
product of USA, no. 1 grade  
certified by USDA



**1.79** /lb  
3.95/kg  
ORGANIC LARGE BLACK PLUMS  
product of USA  
certified by USDA

## GROCERY, DAIRY & BULK

### FARM BOY™ Famous

#### Ju Jubes

Our Ju Jubes are delivered to our stores every week – so we guarantee that they are fresh. And because they're so fresh, we sell more of these soft, chewy delights than anyone in the city – over 60 tons each year.

Always fresh, available in regular and sour flavours.



**2.49** /lb  
5.49/kg



**4.99** ea  
Farm Boy™ DESSERT TOPPINGS  
445 ml

### Healthy Goodness

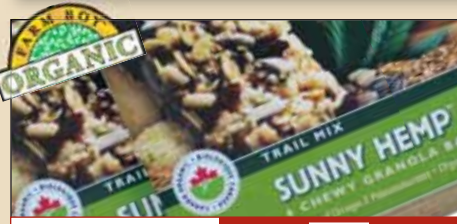
Bragg specializes in high quality health foods like raw, unfiltered apple cider vinegar and Liquid Soy Aminos seasoning.

Apple Cider Drinks  
473 ml  
**\$2.49 ea, save \$.50 ea**

Ginger & Sesame Salad Dressings  
355 ml  
**\$5.99 ea, save \$1.00 ea**

Apple Cider Vinegar  
946 ml  
**\$5.99 ea, save \$1.00 ea**

Liquid Soy Aminos  
180 ml  
**\$3.49 ea, save \$.50 ea**



**2/7.00**  
save up to 1.29 ea  
Nature's Path ORGANIC GRANOLA BARS  
175 – 325 g  
certified by QAI



**1.79** ea  
Fat Cats PLANTAIN CHIPS  
lightly salted or spicy  
165 g



**5.49** ea  
save .50 ea  
Lesley Stowe's RAINCOAST CRISPS  
170 g



**.99** ea  
Hanna's PITAS  
8 inch  
310 g



**3.49** ea  
save 1.00 ea  
Silk SOY BEVERAGE  
1.89 litres



**2.99** ea  
save .80 ea  
Zen Soy ORGANIC SOYA PUDDING  
4 x 113 g, certified by USDA



Liberty Organic Yogurt  
650 g  
certified by Vrai  
**\$4.49 ea**



Organic Meadow Butter  
unsalted or salted, 454 g  
certified by OCPP  
**\$7.99 ea**



Natrel Organic Milk  
1%, 2%, 3.8%, 4 litres  
certified by OCPP/Pro-Cert  
**\$7.99 ea**



Naturegg Organic Large Eggs  
dozen  
certified by QAI  
**\$5.49 ea**

For locations, please visit [farmboy.ca](http://farmboy.ca)

In case of discrepancy between the picture and the text, the text will always be deemed correct. We reserve the right to limit quantities, while quantities last.