

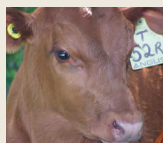
## WORLD CLASS STANDARDS

World-class standards are in our nature and define Canada's quality assurance and food safety systems. We strive to establish and respect regulations for the good of us all. Safe, high quality beef is part of our Canadian culture.

### Accurate and Efficient Information Transfer



**RFID TAGS** Each RFID tag has a unique number assigned by the Canadian Cattle Identification Agency (CCIA), only approved CCIA RFID tags may be used.



**COW-CALF** Each animal must have a CCIA RFID ear tag when leaving the original herd. The CCIA and the Government of Canada recommend that birth dates are registered with the Age Verification System.



**AUCTION** Cattle can not be sold at an auction without a CCIA RFID ear tag. The tag number and the date of processing for export must be reported to the CLTS database.



**FEEDLOT** Upon arrival at the feedlot, all cattle are checked to ensure the presence of a CCIA RFID ear tag. The unique tag number can be used to track production information and report animal movement events.



**MEAT PROCESSING** Packers are required to record and report numbers from tags on the cattle they receive to the CLTS database. ID numbers from harvested cattle are then retired in the CLTS database.



**AUDIT AND ENFORCEMENT** The Canadian Food Inspection Agency (CFIA) is the government agency which is responsible for auditing and enforcing the Canadian National Cattle Identification Program.

## THE PRODUCER

Our community of ranchers and farmers tend to the cattle and land with values that we all hold dear: honesty, hard work and resourcefulness. We base our practices on years of experience and what is proven.

## SUSTAINABILITY

**Beef production in Canada is a craft spanning hundreds of years. We take on the responsibility for the resources in our care. Stewardship is the mindset, sustainability the practice.**

### Care for Animals and Our Natural Environment

Healthy and well-cared for animals are the basis for excellent quality beef using fewer resources with lower impact on the environment. Canada is the second largest country in the world and has an abundance of fresh water and wide open spaces. Soil and water quality are monitored and protected by provincial and federal laws to support sustainable and responsible production of Canadian beef.

**Sustainable beef production is a growing interest amongst consumers, at home and around the world. Consumers want to know where their food comes from and that it is produced in a responsible manner.**

Suite 146, 6715 – 8th Street NE,  
Calgary, AB, Canada T2E 7H7  
Tel: (403) 275-5890  
info@canadabeef.ca

**CANADABEEF.CA**

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THE  
CANADIAN  
BEEF  
ADVANTAGE












How we as Canadians,  
through our cattle production  
and processing systems,  
put the best of Canada  
into our beef





## GRAIN FED FOR OUTSTANDING EATING QUALITY

Feeding corn, barley and wheat grain contributes to well-marbled, flavorful and tender Canadian beef with firm, white-colored fat. Canada's feeding practices enable more than 85% of cattle raised for beef production to be harvested at 2 years of age or less. A younger age at harvest enhances tenderness and overall eating quality.

CANADA	MARBLING SCORE†		USA
Canada Prime	Abundant		USDA Prime
	Moderately Abundant		
	Slightly Abundant		
Canada AAA	Moderate		USDA Choice
	Modest		
	Small		
Canada AA	Slight		USDA Select
Canada A	Trace		USDA Standard
	Practically Devoid		

† The above illustrations are reduced reproductions of the official USDA Marbling photographs prepared for the U.S. Department of Agriculture by and available from the National Cattlemen's Beef Association



## THE PRODUCT

Canadian beef is shaped by the land and enjoyed at family tables globally. It's our livestock genetics, family farms, cold climate, rich grasslands and grain feeding, that all make for high-quality beef.

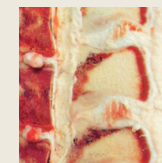


## High Quality Beef Production

The Canadian beef industry is firmly committed to growing demand for Canadian beef by meeting the expectations of our customers. Canada is one of the leading beef-producing nations in the world. For many years Canada has exported approximately half of its beef production to international markets.



## Canada's High Quality Beef Grading Attributes



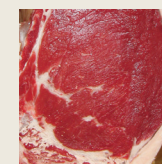
**CARCASS MATURITY** - The Canada A, Canada AA, Canada AAA or Canada Prime high quality grades require that the maturity must be assessed as youthful on the basis of skeletal development observed in the split carcass. A younger age at harvest enhances tenderness and overall eating quality.



**FAT AND MEAT COLOR** - Consumers consider meat and fat color as important indicators of beef quality and freshness. To qualify as Canada A, Canada AA, Canada AAA or Canada Prime the carcass must have bright red meat color and the fat cannot have a yellow tinge.



**CARCASS MUSCLING** - A well-muscled side will provide high yields and permit more efficient fabrication into cuts. Canada's high quality beef grades do not permit carcasses with deficient muscling.



**BEEF TEXTURE** - Beef texture must be firm to meet the requirements for high quality Canadian beef. Texture influences how the beef feels in the mouth during chewing, and is an important contributor to eating quality and consumer satisfaction.



**FAT TEXTURE AND COVER** - To qualify for the Canada A, Canada AA, Canada AAA and Canada Prime grades the fat cover must be assessed as firm and consistent. Optimal fat cover enables the carcass to cool in a way which maximizes eating quality.



**MARBLING LEVEL** - To assess marbling, the exposed cross-section of the ribeye muscle is evaluated for the amount, size and distribution of intramuscular fat deposits. Official photographic standards are utilized to ensure consistent and accurate assessment of marbling levels.



**GRADE STAMP** - When all required examinations have been completed the grade is applied using edible ink. The official grade stamp is applied to the short loin and rib of both sides of the carcass. Grading stamps are maintained at all times under the supervision of the Canadian Beef Grading Agency.