



Harris Ranch Natural* Beef

Harris Ranch began in the 1930s as a family-owned farming operation in Central California. Over the years we built a uniquely-integrated beef production system where cattle are sourced, fed and humanely processed exclusively by Harris Ranch. Few, if any, beef companies—other than Harris Ranch—can truly claim they control all aspects of production.

Today we offer two unique, all-natural beef programs for retailers: Harris Ranch Natural Angus Beef as well as non breed-specific Harris Ranch Natural Beef. Available in both USDA Choice and Select, these two premium programs are produced to the highest standards by the west's most recognized branded beef company.

Still family owned and operated, Harris Ranch takes great pride in producing beef that's as pure and great tasting as nature intended.



Harris Ranch Natural Beef Attributes

- Our Partnership for Quality (PQ) and other unique ranching partnerships supply us with premium quality cattle produced under strict protocols. These ranching partnerships help us control the quality of our beef from the ranch all the way to the consumer.
- Cattle spend 80% of their lives grazing on western ranchlands where producers have a commitment to humane livestock treatment and sustainable ranching practices. Many of these ranches have been in the same family for years and have been passed down from generation to generation.
- Cattle are fed at a single, company-owned feeding operation where they are finished on Midwestern corn delivered by the trainload to our company-owned milling operation.
- Cattle are humanely handled during all aspects of production. World-renowned animal behaviorist Dr. Temple Grandin assisted in the design of our facilities and has provided employee training.
- Animal Handling and Welfare practices:
 - Cowboys evaluate cattle welfare each day by riding pens
 - Shade installed in pens
 - Automated sprinkler system reduces dust and improves cattle health and comfort
 - Orchard trimmings are placed in alleyways to provide improved footing
 - Large cattle pens help us avoid overcrowding
 - Cattle feed is tested for pesticide residues
- All cattle receive supplemental vitamin E—500 IU per day helps our beef hold color better than competition. 12-24 hours additional shelf life can be achieved depending on the cut of beef.
- Livestock transport trailers are washed between each load to reduce cross contamination.
- USDA inspectors and Quality Assurance staff on site daily to ensure product specifications and food safety standards are always met. As an added safety measure in our ground beef operation, we test all raw materials before grinding under our internal test and hold program. Starting in fall 2010 we also began final grind testing to further ensure product safety and wholesomeness.
- Finished beef tested for antibiotic residues.
- Although many consumers are confused as to the definition of the term "natural", our market research shows consumers equate the Harris Ranch brand with quality, consistency and safe, wholesome beef.
- Available in both a large and small box program.

HARRIS RANCH BEEF COMPANY
16277 S. McCall Avenue, P.O. Box 220, Selma, California 93662
1-800-742-1955 www.harrisranchbeef.com

**Minimally Processed & No Artificial Ingredients*