



JBS FOODS CANADA

Nearly 5 years ago, we committed to being a recognized and trusted Canadian food company. Recent investment of \$2 million in support of local Brooks community.

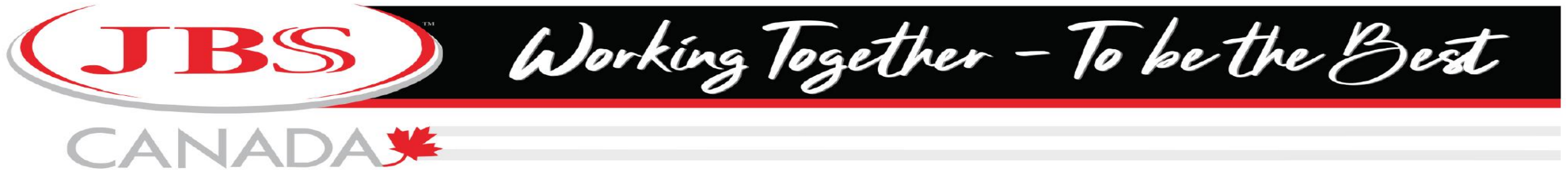
Grounded by our guiding principles and culture - always putting team members, food safety, product quality, and sustainability first.

To never lose sight of our responsibility, and the importance of our daily decisions in providing our customers and consumers with very best beef Canada has to offer.

In return, year over year, more customers are rewarding us with their partnership – but we know that to ‘be the best’ and maintain this earned loyalty - we cannot rest on what we achieved yesterday.



David Colwell
President, JBS Canada



We will not lose sight of our responsibility for the impact of our daily decisions in providing our customers and consumers with the highest quality, wholesome, safe, 100% Canadian beef



Our journey to provide 'Unmatched Quality and Service' continues. When we reflect on where we have been, where we are today, and where we are heading tomorrow, I am very proud of not only the effort, but the firm cultural commitment from each one of our 2,600+ team members.

In order to provide our customers and consumers the confidence they deserve and expect, our greatest asset is our team members who are motivated daily by a shared mission to be the best in all we do; and it all starts with our values.

Food integrity cannot be accomplished without first believing in, and then living our values; most importantly, Humility and Sincerity. Together, we embrace the accountability and transparency expected of our business, and openly invite you to experience the JBS Canada Advantage.



David Colwell

David Colwell
President, JBS Canada

Our Journey Continues

JBS Canada is a founding member of the Canadian Roundtable on Sustainable Beef (CRSB) and with our continued progress and success in the area of sustainable food production, we have also been endorsed as a 100% Canadian beef facility with the ability to create and deliver sustainable beef certified programs and services.

As one of the largest beef processors across Canada, the certification further demonstrates JBS Canada's commitment to advancing sustainability with the Canadian beef industry and contributes to better understanding of sustainable practices across the beef supply chain.

The CRSB Sustainable Beef Processing Standard ensures the facility has met strict requirements related to the five key principles defining sustainable beef: (1) natural resources, (2) people and community, (3) animal health and welfare, (4) food integrity and, (5) efficiencies and innovations. The CRSB standard is measurable, based on science and expert opinion, and addresses key concerns around the sustainability of beef processing in Canada. For more information visit <https://crsb.ca/>.



"The CRSB certification provides confirmation that JBS Canada is responsibly and transparently doing what it says it is doing each and every day. As one of CRSB's valued founding members, JBS has worked closely with us and those across the beef value chain to identify and set industry-wide sustainability goals and standards. We look forward to continuing to work with the JBS Canada team in furthering their sustainability goals." Anne Wasako, CRSB Chair.



BRAND OVERVIEW



FEATURE	BENEFIT	Premium	Specialty	Premium	Premium	Commodity	Commodity	Value
Canadian Grade and Food Safety/Quality Confirmation Prime-AAA-AA-A	Canadian Food Inspection Agency (CFIA) & Canadian Beef Grading Agency (CBGA) federal government/regulatory (third-party) food safety/quality assurance	Canadian Grade Certified & CFIA Inspected	Canadian Grade Certified & CFIA Inspected No Added Hormone/ Therapeutic Antibiotic	Canadian Grade Certified & CFIA Inspected	Canadian Grade Certified & CFIA Inspected	Canadian Grade Certified & CFIA Inspected	CFIA Inspected	CFIA Inspected
Marbling	Provides desired texture, flavor and juiciness	AAA ONLY Upper 2/3 (modest to moderate)	AAA (small to moderate) AA (slight)	AAA ONLY Upper 2/3 (modest to moderate)	AAA (small - moderate) AA (slight)	'Graded' Prime (slight to abundant), AAA (small or higher) AA (slight) A (trace or less)	'Equivalent' to Prime (slight to abundant), AAA (small or higher) and AA (slight)	Full range 'value' based protein (marbling specification not applicable)
CBGA Maturity	Determines the fine lean texture of the meat and also youthful colour – younger = enhanced tenderness	'A' maturity Under 30 months/age	'A' maturity Under 30 months/age	'A' maturity Under 30 months/age	'A' maturity Under 30 months/age	'A' maturity Under 30 months/age	'B-C-D' maturity Over 30 months/age	'D1-D4' maturity Over 30 months/age
Verified Meat Colour	Provides visual end-use customer and consumer visual appeal - confirmation of quality	Bright red only No dark cutters (PH balance)	Bright red only No dark cutters (PH balance)	Bright red only No dark cutters (PH balance)	Bright red only No dark cutters (PH balance)	Bright red only No dark cutters (PH balance)	No Dark Cutters Controlled (PH balance)	Dark Cutters Permitted (red colour will vary)
Verified Fat Colour	Visual appeal and white fat provides for a consistent flavor and quality eating experience	White fat only	White fat only	White fat only	White fat only	White fat only	White fat only	Fat color will range (white to yellow)
Muscle Confirmation	Quality confirmation/appearance/uniform shape and size of sub-primal relative to animal size	Moderately to thicker muscling	Moderate to thicker muscling	Moderate to thicker muscling	Moderate to thicker muscling	Moderate to thicker muscling	Moderately to thicker muscling	Modest to thinner muscling
Meat Texture Confirmation Medium to Fine Grained	The finer the texture – the more evenly distributed the tenderness and flavor of the meat	YES	YES	YES	YES	Prime – YES AAA - YES	Full range program (not applicable)	Full range program (not applicable)
Black Angus 'Verified' & CCA Endorsed	Breed specific quality and genetics (min. 51% black hide, no dairy influence)	NO	NO	YES	YES (CAA Endorsed)	NO	NO	NO
Halal Certified	Provide cultural/religious segregation, food safety and supply certification	Made to Order	Made to Order	Made to Order	Made to Order	Made to Order	Made to Order	Made to Order
Converted Primal 'Ready 2 Cut'	Items offer further trimmed, portioned or modified specification to create labour savings and differentiation	YES	YES	YES	YES	YES	YES	YES
Value Add – Case Ready 'Consumer Ready'	Extended shelf life, labour savings, higher yield, quality, and flavor preservation – unique consumer friendly packaging	YES	YES	YES	YES	YES	YES	YES
Single Source 'Canadian' Federal Facility	Consistent food supply providing trusted product safety, quality, specifications and overall customer service reliability	Est. 38 100% Canadian Beef	Est. 38 100% Canadian Beef	Est. 38 (CDN) (or USA can supplement)	Est. 38 100% Canadian Beef	Est. 38 100% Canadian Beef	Est. 38 (CDN) (or USA can supplement)	Est. 38 (CDN) (or USA can supplement)



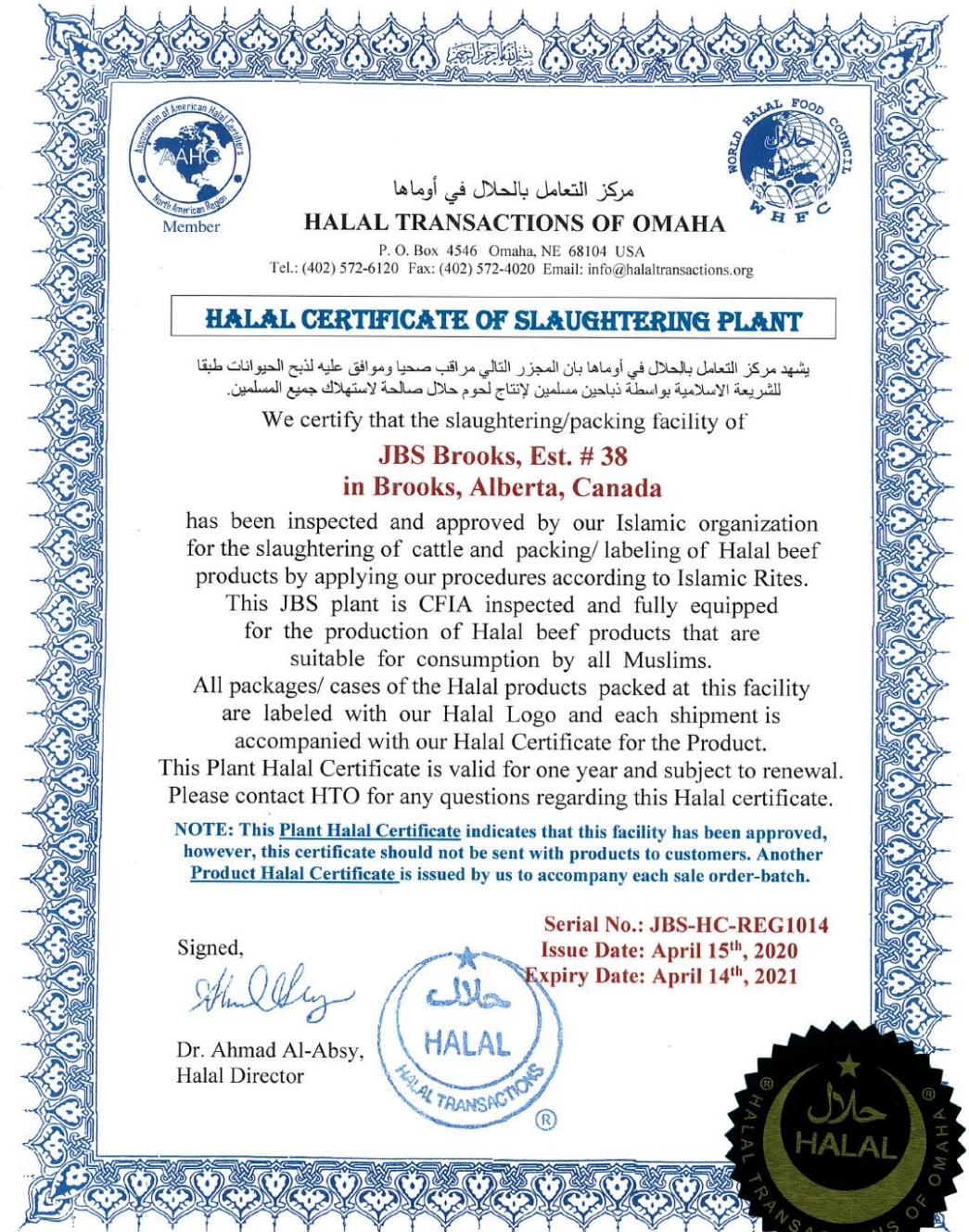
HTO will compare and verify all information and prepare a Draft Certificate before issuing the final certificate by checking these documents:

- Halal Slaughtering Report
- Documented cuts/volumes/codes/box stickers
- CFIA Health Certificate
- Current location of the shipment

HTO will issue the final Halal Certificate, which will be:

- Checked for completeness and accuracy
- All information are verified by HTO and approved by the processor
- Signed and stamped by the HTO's Halal Director
- Sent by express mail to the plant or their customer directly

Copies of all Halal certificates issued and reports generated are retained at HTO office and at each plant for their records.



FARM TO FAMILY

Canada is blessed with an abundance of quality grain, clean water and fresh air. Proud farm families, over generations, then do their part to humanely raise, in the most sustainable manner, beef, chicken and pork — all of which provide for a trusted foundation of food integrity. As such, at Mountain Creek Farms, we are able to procure the highest quality protein to help our customers create trust and lasting loyalty with their consumers.



CONSUMER READY

Increasingly, consumers are searching for value, convenience and selection, but they will not compromise quality and safety. They desire options that will fit into their busy lives and at the same time, provide for opportunities to create lasting memories. Whether with friends or family, Mountain Creek Farms offers a wide portfolio of protein solutions, tailored with your customers in mind.



LOYALTY

Sealed in
freshness and
quality for
a consistent
experience,
everytime.

- Federally registered/HACCP accredited/ Halal Certified (Est.205)
- Diverse protein selection (beef, chicken, pork)
- Various pack and portion, consistency/sizing to complement consumer trends and price point
- Multiple bag and box options to complement retail and food service
- Unique value-added expertise (protein portioning, seasoning, kebabs, exact weight, slicing, cubes and more)
- Exceptional shelf life, leak proof and freezer safe
- Roll stock, vacuum seal film (gloss black bottom/clear top)
- Tray over wrap and pillow pack options
- Branded/private label/marketing partnerships available

CONVENIENT • CONSISTENT • QUALITY

FRESH • FLAVOUR • HAND-MADE



ROASTING • GRILLING • SLOW-COOKING • BRAISING • SEARING • SMOKING • STIR FRY • SOUS VIDE • STEWING

FARM TO FAMILY

Canada is blessed with an abundance of quality grain, clean water and fresh air. Proud farm families, over generations, then do their part to humanely raise, in the most sustainable manner, beef, chicken and pork—all of which provide for a trusted foundation of food integrity. As such, at Mountain Creek Farms, we are able to procure the highest quality protein to help our customers create trust and lasting loyalty with their consumers.



CONSUMER READY

Increasingly, consumers are searching for value, convenience and selection, but they will not compromise quality and safety. They desire options that will fit into their busy lives and at the same time, provide for opportunities to create lasting memories. Whether with friends or family, Mountain Creek Farms offers a wide portfolio of protein solutions, tailored with your customers in mind.

Sirloin Tip

Boneless String Tied Roast

Number Pieces Per Pack = 1

Average Weight Per Pack = 1.26kg

Number of Packs Per Box = 5

Average Weight Per Box = 6.3kg

Shelf Life = 28 days

MCF product code = 95454 (AA)

Grade is available in A, AA, AAA, Black Angus, Clear River Farms and 4star



Quality – Consistent – Hand Crafted



Blade

Boneless Sting Tied Roast

Number Pieces Per Pack = 1

Average Weight Per Pack = 1.26kg

Number of Packs Per Box = 5

Average Weight Per Box = 6.3kg

Shelf Life = 28 days

MCF product code = 95452 (AA)

Grade is available in A, AA, AAA, Black Angus, Clear River Farms and 4star



Quality – Consistent – Hand Crafted



Eye of Round

Boneless Roast

Number Pieces Per Pack = 1

Average Weight Per Pack = 1.26kg

Number of Packs Per Box = 5

Average Weight Per Box = 6.3kg

Shelf Life = 28 days

MCF product code = 95546 (AA)

Grade is available in A, AA, AAA, Black Angus, Clear River Farms and 4star



FARM TO FAMILY

Canada is blessed with an abundance of quality grain, clean water and fresh air. Proud farm families, over generations, then do their part to humanely raise, in the most sustainable manner, beef, chicken and pork—all of which provide for a trusted foundation of food integrity. As such, at Mountain Creek Farms, we are able to procure the highest quality protein to help our customers create trust and lasting loyalty with their consumers.



CONSUMER READY

Increasingly, consumers are searching for value, convenience and selection, but they will not compromise quality and safety. They desire options that will fit into their busy lives and at the same time, provide for opportunities to create lasting memories. Whether with friends or family, Mountain Creek Farms offers a wide portfolio of protein solutions, tailored with your customers in mind.

Prime Rib Steak

Bone In

Number Pieces Per Pack = 1

Average Weight Per Pack = 0.570kg

Number of Packs Per Box = 6

Average Weight Per Box = 3.42kg

Shelf Life = 25 days

MCF product code = 95462 (AA)

Grade is available in A, AA, AAA, Black Angus, Clear River Farms and 4star



Quality – Consistent – Hand Crafted



Sliced Short Rib

Bone In

Number Pieces Per Pack = 7 strips

Average Weight Per Pack = 0.497kg

Number of Packs Per Box = 6

Average Weight Per Box = 3.0kg

Shelf Life = 18 days

MCF product code = N/A

Grade is available in A, AA, AAA, Black Angus, Clear River Farms and 4star



Quality – Consistent – Hand Crafted



Inside

Boneless String Tied Roast

Number Pieces Per Pack = 1

Average Weight Per Pack = 1.30kg

Number of Packs Per Box = 5

Average Weight Per Box = 6.5kg

Shelf Life = 28 days

MCF product code = 95470 (AA)

Grade is available in A, AA, AAA, Black Angus, Clear River Farms and 4star



Quality – Consistent – Hand Crafted



Cross Rib

Boneless String Tied Roast

Number Pieces Per Pack = 1

Average Weight Per Pack = 1.3kg

Number of Packs Per Box = 5

Average Weight Per Box = 6.5kg

Shelf Life = 28 days

MCF product code = 95468 (AA)

Grade is available in A, AA, AAA, Black Angus, Clear River Farms and 4star



FARM TO FAMILY

Canada is blessed with an abundance of quality grain, clean water and fresh air. Proud farm families, over generations, then do their part to humanely raise, in the most sustainable manner, beef, chicken and pork—all of which provide for a trusted foundation of food integrity. As such, at Mountain Creek Farms, we are able to procure the highest quality protein to help our customers create trust and lasting loyalty with their consumers.



CONSUMER READY

Increasingly, consumers are searching for value, convenience and selection, but they will not compromise quality and safety. They desire options that will fit into their busy lives and at the same time, provide for opportunities to create lasting memories. Whether with friends or family, Mountain Creek Farms offers a wide portfolio of protein solutions, tailored with your customers in mind.

Value Pack Striploin

Boneless 3 pack

Number Pieces Per Pack = 3

Average Weight Per Pack = 0.675kg

Number of Packs Per Box = 8

Average Weight Per Box = 5.4kg

Shelf Life = 24 days

MCF product code = N/A

Grade is available in A, AA, AAA, Black Angus, Clear River Farms and 4star



Quality – Consistent – Hand Crafted

Stew Beef

Cubes 1"x1"

Number Pieces Per Pack = many

Average Weight Per Pack = 454g

Number of Packs Per Box = 8

Average Weight Per Box = 3.63kg

Shelf Life = 24 days

MCF product code = 95450

Grade is available in A, AA, AAA, Black Angus, Clear River Farms and 4star



Fresh Box Beef — all sold in cryovac with halal label (on box & bag) - examples



- Boneless Ribeye (0x0)
- Full case
- 5 pieces per box



Fresh Box Beef — all sold in cryovac with halal label (on box & bag)



- Boneless Striploin (0x1)
- Full case
- 5 pieces per box



Fresh Box Beef — all sold in cryovac with halal label (on box & bag)

- Boneless Chuck Roll
- Full case
- 3 pieces per box



Fresh Box Beef — all sold in cryovac with halal label (on box & bag)



- Boneless Brisket
- Full case
- 5 pieces per box



Fresh Box Beef — all sold in cryovac with halal label (on box & bag)



- Boneless Eye of Round
- Full case
- 10 pieces per box



Fresh Box Beef — all sold in cryovac with halal label (on box & bag)



- Boneless Inside Round
- Full case
- 3 pieces per box



Fresh Box Beef — all sold in cryovac with halal label (on box & bag)

- Boneless Sirloin Tip
- Full case
- 5 pieces per box



Fresh Box Beef — all sold in cryovac with halal label (on box & bag)



- Boneless Top Sirloin
- Full case
- 5 pieces per box



Fresh Box Beef — all sold in cryovac with halal label (on box & bag)



- Boneless Outside Round
- Full case
- 3 pieces per box



Fresh Box Beef — all sold in cryovac with halal label (on box & bag)



- Boneless Short Cut Clod
- Full case
- 3 pieces per box



The Merit of Retail Ground Beef Tubes



- ✓ *100% Canadian “local” ground beef. Single/internally sourced fresh trimming, delivering resulting quality, colour, freshness, and overall assurance each and every day.*
- ✓ *Consumer ready packaging and overall marketing appeal. Perfectly portioned, mess free packaging, easy to open, increased fresh shelf life (24 days from date of production) /enhanced food safety with pre-packing, reliable when frozen.*
- ✓ *Reduce your operational/labour cost, quick & easy stocking supplement, and provides desired affordability for weekly and features to attract desired foot traffic – creating loyalty to your business over your competition.*



A "trusted partner" is one who attaches mutual respect, accountability, and success to the relationship...we invite you to experience the JBS Canada Advantage.