

---



---

# NORTHERN GOLD™

✦ PREMIUM CANADIAN BEEF ✦



*A Discovery as  
Pure as Gold*



***NORTHERN GOLD IS...***

***“EXCELLENCE WITHOUT  
COMPROMISE”***







Northern Gold premium is deeply rooted in generations of responsible and passionate local ranching families

A symbol of trust and confidence that every effort went into preserving the most memorable experience

Northern Gold provides exceptional marbling, flavor, tenderness and consistency



# *The* NORTHERN GOLD™ *Experience*

## *Ranching Families*

Deeply rooted in generations of responsible and passionate Canadian ranching families, Northern Gold is a symbol of trust and confidence that every effort went into preserving the most memorable experience.



As part of this commitment, selection faithfully begins with only the highest quality of breeds, raised under attentive animal care, in open spaces, blessed with fresh air, clear water and a cooler climate.



The final ingredient is nourishment. Each animal is fed with precision, natural grazing and converting only the finest quality grains for which Canada is internationally praised.



# *The* **NORTHERN GOLD™** *Experience*

## *Products*

A premium brand that offers a uniquely Canadian story and experience of pride in supporting rural farming communities.



Founded on a 100% Canadian identity to ensure consumers have complete confidence in meeting an overwhelming expectation for local origin.



A more diverse selection of beef choices. A coveted competitive advantage in providing a discerning and quality conscious consumer with trusted options.



Attention to every detail, preserving the most memorable and trusted experience. Overall Northern Gold provides exceptional flavour, tenderness and consistency.





# *The* **NORTHERN GOLD™** *Experience* *World Class*

Northern Gold will not take advantage of the environment or entrusted resources in any manner.



While the purity of Northern Gold begins with local ranching families, the ambassadors of the brand are the very employees whom have all committed daily excellence and ethical decisions towards animal care, feeding, production and sustained stewardship.



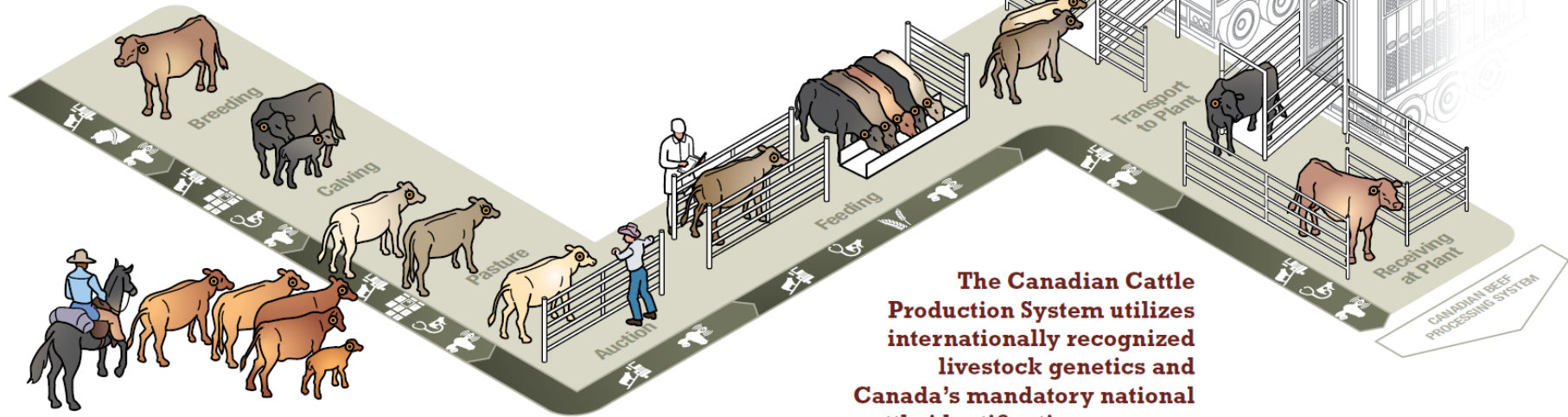
Preserving global confidence and integrity in this premium brand.





World Class  
Standards

## CANADIAN CATTLE PRODUCTION SYSTEM



**The Canadian Cattle  
Production System utilizes  
internationally recognized  
livestock genetics and  
Canada's mandatory national  
cattle identification program.**

### Organizations



**HEALTH CANADA** establishes Canada's national standards for food safety and authorizes veterinary drugs for use in cattle production.

**CANADIAN FOOD INSPECTION AGENCY** enforces federal laws relating to animal health and the safety of Canadian beef.

**CANADIAN CATTLE IDENTIFICATION AGENCY** implements technologies and services supporting Canada's mandatory national cattle identification program.

### Programs and Attributes



**CATTLE PRODUCTION KNOWLEDGE** has been accumulated from Canada's long history of cattle ranching.

**ANIMAL WELFARE STANDARDS** protect cattle and are a shared responsibility of the government and the Canadian industry.

**ANIMAL GENETICS IMPORT CONTROLS** include point-of-entry inspection and quarantine as well as foreign animal disease testing.

**ENVIRONMENTAL STANDARDS** safeguard Canada's natural environment to support sustainable high-quality beef production.



**FEED INGREDIENT APPROVALS** are required for cattle feed and are enforced by the Canadian Food Inspection Agency.

**HACCP FEED PRODUCTION SYSTEMS** are designed to analyze and control potential hazards related to cattle feed.

**BSE FEED CONTROLS** are defined in Canadian federal law and prohibit inclusion of specified risk materials in animal feed.

**CANADIAN LIVESTOCK TRACKING SYSTEM** uses RFID ear tags and a national database to enable rapid and accurate animal identification.



**ANIMAL HEALTH PRODUCT APPROVALS** are determined by the Government of Canada before use in cattle is permitted.

**NATIONAL ANIMAL DISEASE SURVEILLANCE** supports Canada's ability to recognize and respond to any emerging animal disease.

**CATTLE BREED IMPROVEMENT PROGRAMS** enhance beef eating quality and lean yield percentage of Canadian cattle.

**CATTLE AGE DETERMINATION** utilizes physiological indicator assessment or approved documentation to determine age.



**ANIMAL HEALTH MONITORING** is conducted by beef producers and veterinarians throughout the production process.

**GRAIN FEEDING** promotes well marbled, tender and flavourful beef with firm, white fat.

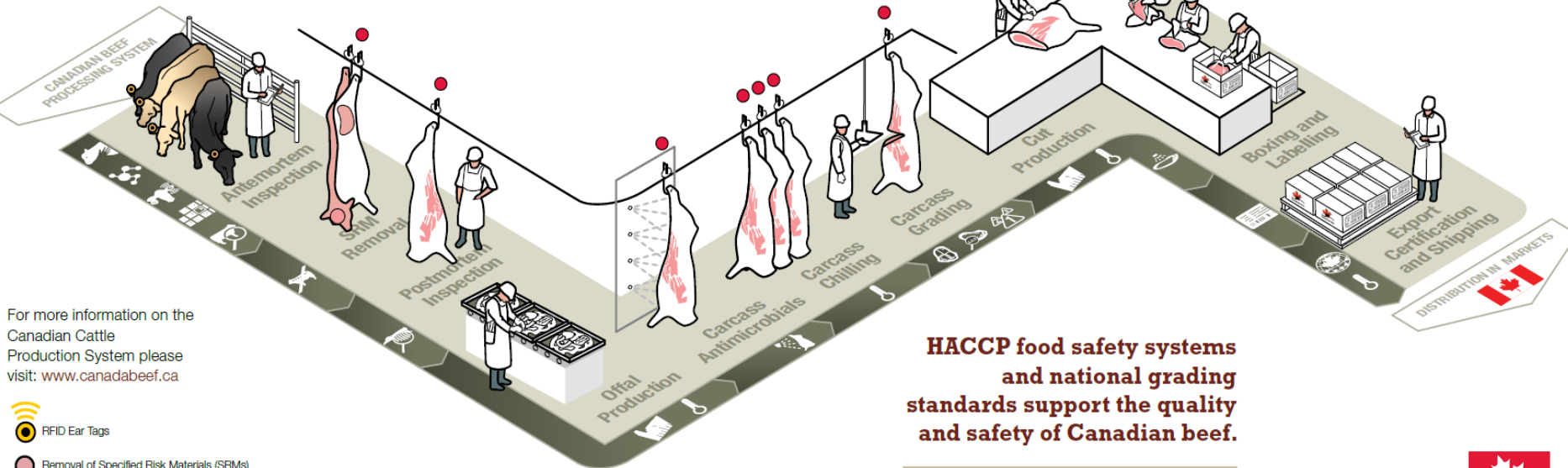
**CATTLE TRANSPORT BEST PRACTICES** are designed to protect cattle during transport and reduce quality defects.

**NATIONAL CHEMICAL RESIDUE MONITORING** Program tests beef for residues of chemicals to protect human health.

For more information on the Canadian Cattle Production System please visit: [www.canadabeef.ca](http://www.canadabeef.ca)



## CANADIAN BEEF PROCESSING SYSTEM



- RFID Ear Tags
- Removal of Specified Risk Materials (SRMs)
- Carcass Tracking System



### Organizations

- HEALTH CANADA** establishes Canada's national standards for food safety and authorizes veterinary drugs for use in cattle production.
- CANADIAN FOOD INSPECTION AGENCY** enforces federal laws relating to animal health and the safety of Canadian beef.
- CANADIAN BEEF GRADING AGENCY** provides grading services for beef in accordance with Canada's national standards.
- CANADIAN CATTLE IDENTIFICATION AGENCY** implements technologies and services supporting Canada's mandatory national cattle identification program.

### Programs and Attributes

- ANIMAL WELFARE STANDARDS** protect cattle and are a shared responsibility of the government and the Canadian industry.
- BEEF PRODUCTION KNOWLEDGE** has been gained from Canada's experience as a supplier of high quality beef to more than 100 countries.
- GRAIN FEEDING** promotes well marbled, tender and flavourful beef with firm, white fat.
- HACCP BEEF SAFETY SYSTEM** must be fully implemented at all Canadian processing plants exporting beef.
- MICROBIAL TESTING PROGRAMS** are implemented by all Canadian beef processors to monitor sanitation and food safety.
- CANADIAN LIVESTOCK TRACKING SYSTEM** uses RFID ear tags and a national database to enable rapid and accurate animal identification.
- ANIMAL HEALTH PRODUCT APPROVALS** are determined by the Government of Canada before use in cattle is permitted.
- CERTIFICATION** by the Canadian Food Inspection Agency assures that all export requirements are satisfied.

- NATIONAL CHEMICAL RESIDUE MONITORING** Program tests beef for residues of chemicals to protect human health.
- CATTLE AGE DETERMINATION** utilizes physiological indicator assessment or approved documentation to determine age.
- ANTEMORTEM INSPECTION** is performed to monitor the health of live cattle prior to slaughter.
- REMOVAL OF SPECIFIED RISK MATERIALS (SRMs)** are designed to analyze and control potential hazards related to cattle feed.


- ANIMAL HEALTH MONITORING** is conducted by beef producers and veterinarians throughout the production process.
- TEMPERATURE MONITORING** is conducted throughout the beef production process as required by the HACCP food safety system.
- CATTLE TRANSPORT BEST PRACTICES** are designed to protect cattle during transport and reduce quality defects.
- NATIONAL CHEMICAL RESIDUE MONITORING** Program tests beef for residues of chemicals to protect human health.

- BEEF QUALITY GRADE** is used to describe the eating quality of beef and includes Canada's high-quality Prime, AAA, AA and A grades.
- BEEF YIELD GRADE** is a classification system related to the amount of lean or muscle in the carcass.
- CUT/TRIM ANTIMICROBIAL TREATMENTS** include sprays of organic acids to enhance food safety and shelf life.
- BOX LABEL INFORMATION** contains product weight and specification along with food safety and traceability information.



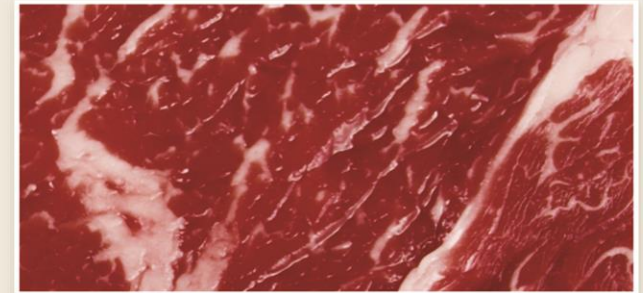


## Canadian Beef Marbling Standards

CANADA	Marbling Score	UNITED STATES
<b>Canada Prime</b>	Abundant	<b>USDA Prime</b>
	Moderately Abundant	
	Slightly Abundant	
<b>Canada AAA</b>	 Moderate	<b>USDA Choice</b>
	Modest	
	Small	
<b>Canada AA</b>	<b>Slight</b>	<b>USDA Select</b>
<b>Canada A</b>	<b>Trace</b>	<b>USDA Standard</b>
	Practically Devoid	



The Canadian Standards for beef marbling are harmonized with those utilized in the United States.



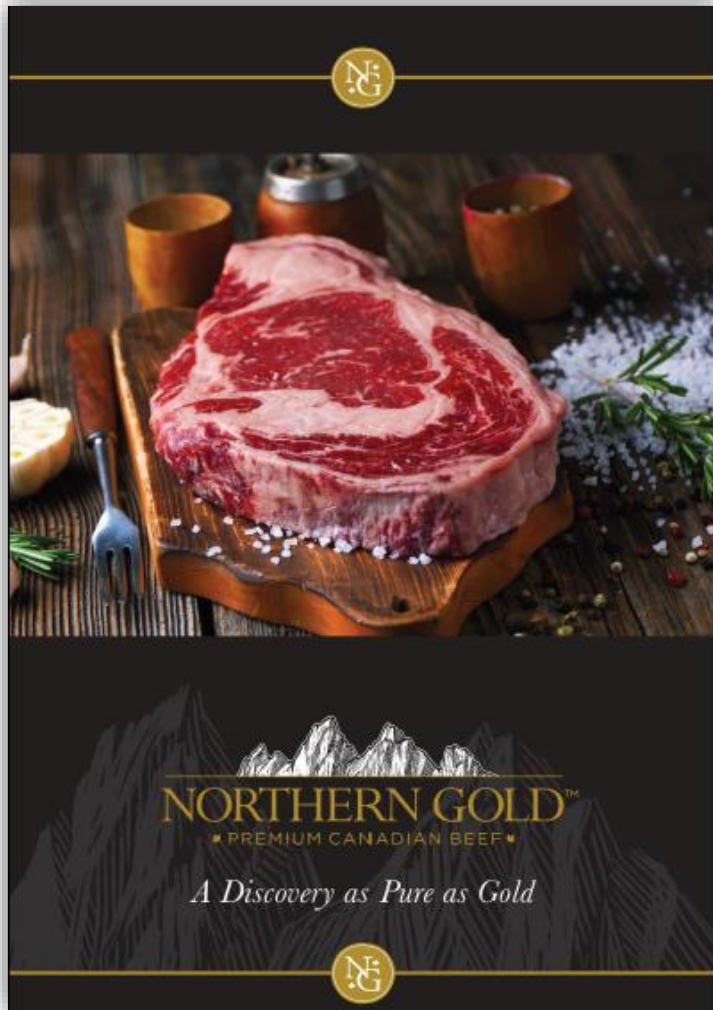
To assess marbling, the exposed cross-section of the rib-eye muscle is evaluated for the amount, size and distribution of intramuscular fat deposits. The marbling standards used to define USDA Prime (slightly abundant), Choice (small) and Select (slight) are the same standards used in Canada to segregate youthful quality carcasses into Canada Prime, AAA and AA grades respectively.



- ✓ 100% local origin from Est. 38 – Brooks, Alberta Canada (confirmed)
- ✓ Finest in breed and genetic selection (confirmed)
- ✓ Grade certified (confirmed) unbiased 3rd party grading and certification by the Canadian Beef Grading Agency
- ✓ Premium selection – Canada AAA upper 2/3<sup>rd</sup> (confirmed)
- ✓ Grass fed & finished with the highest quality of grain (confirmed)
- ✓ Maturity is youthful & no dark cutters permitted (confirmed)
- ✓ Carcass weight target 1050lbs. or less on average (confirmed)
- ✓ Marbling will be modest to moderate (confirmed)
- ✓ Marbling texture will be firm only (confirmed)
- ✓ Fat colour – white only – no yellow permitted (confirmed)







With uncompromising quality standards, Northern Gold is reserved for discerning chefs and fine grocers who have a passion and respect for the attention to detail required to provide a memorable experience – every time.