



CANADIAN DIAMOND®
BEEF



CANADIAN DIAMOND BEEF



PROMISE



COMMITMENT



QUALITY



ATTRIBUTES



SUSTAINABILITY



ADVANTAGE



PROMISE

*"Canadian Diamond is our expression
of the integrity and responsibility
we embrace in providing
the best products
Canada has
to offer."*

- DAVID COLWELL
CEO, JBS CANADA

COMMITMENT

We commit to honour generations of Canadian ranching and farm families by ensuring our brands and programs represent the very best Canada has to offer.

We commit to remain a trusted and relied upon partner in the selection and delivery of the highest quality beef products and services.

We commit to never compromise the integrity of the food we are entrusted to produce and will operate ethically in all our operations, services and interactions.

Est. 38
Brooks,
Alberta
Canada





QUALITY

Canadian Diamond Beef is special because of the consistent attention to every detail each product will receive in being crafted from our “single source” facility in Brooks, Alberta Canada (Est. 38). A truly competitive advantage for maintaining overall consumer confidence in the safety and quality of beef they purchase.

It all begins with the selection of the most coveted genetics and breeds for which Canada is internationally recognized. Then, raised by hand, in the care of trusted ranching and farm families. Each animal is provided daily access to an abundance of clean, fresh water. Nurtured on the finest grass, and then grain fed nutrients in a comfortable environment admired for its clean, fresh air, open skies and ideal climatic conditions year round.

The result is remarkable quality, backed by meticulous consistency, ensuring the flavour, nutrition and overall taste consumers expect.





There are seven considerations in determining the final quality grade standard (Prime, AAA, AA,A). These attributes include, grade, marbling, maturity, meat colour, fat colour, muscling, and finally meat texture. There are also three yield class designations related to the amount of lean muscle in the original carcass after harvest.

For accuracy and consistency of beef grading, JBS Canada employs computer vision grading. This is complimented by the entrusted oversight of the Canadian Food Inspection Agency, and Federal Beef Grade Officials.

We also utilize world-class technology to enhance food safety, while at the same time preserving meat colour, quality and consistency.



ATTRIBUTES

Our program is supported by a fully integrated, industry lead, identification system endorsed by the Government of Canada. This includes (i) animal identification (ii) premise identification and (iii) animal movement. In addition, as a part of this system, all premises from which livestock is ultimately sourced, are required to hold a valid location identification number.

Together, all these attributes and credible pieces of information, and more, provide the full confidence and integrity that is Canadian Diamond Beef.

GRADE	PRIME	AAA	AA	A		
OFFICIAL CANADIAN BEEF GRADE SYMBOL						
Grade	Marbling**	Maturity***	Meat Colour	Fat Colour	Muscling	Meat Texture**
CANADA						
Prime	Slightly abundant	Youthful	Bright red only	No yellow fat permitted	Good muscling or better	Firm only
AAA	Small	Youthful	Bright red only	No yellow fat permitted	Good muscling or better	Firm only
AA	Slight	Youthful	Bright red only	No yellow fat permitted	Good muscling or better	Firm only
A	Trace	Youthful	Bright red only	No yellow fat permitted	Good muscling or better	Firm only

CANADA	MARBLING SCORE	USA
Canada Prime	Abundant	USDA Prime
	Modestly Abundant	
	Slightly Abundant*	
Canada AAA	Medium	USDA Choice
	Modest	
	Small*	
Canada AA	Slight*	USDA Select
Canada A	Trace	USDA Standard
	Practically Denied	





SUSTAINABILITY



At JBS Canada, we will remain informed and share global best practices to the benefit of Canada, our valued employees and the communities in which they reside.



We will always embrace and take leadership in being ethical stewards of entrusted resources - thinking and acting responsibly.



Making decisions with future generations in mind, we therefore work continuously to reduce our environmental impact.



OUR FOUNDATION & OUR STRENGTH IS IN OUR VALUES

DETERMINATION

SIMPLICITY

AVAILABILITY

HUMILITY

SINCERITY

DISCIPLINE

OWNERSHIP

Canadian Diamond Beef is an expression of our values. The nucleus of the JBS Canada Advantage, is our employees who embody these values. We recognized each and every person as a key contributor to our overall ability in providing 'Unmatched Quality & Service'.

We invest in their development, training and expertise. We also invest in the overall health and stability of our operations. All in a sincere effort to take full ownership and responsibility of those areas we may provide for a real difference.

Celio Fritche - General Manager
JBS Canada - Brooks Est. 38



ADVANTAGE

Unmatched Quality & Service.





JBS
CANADA 



For more information on the Canadian Diamond Beef
portfolio & other exceptional programs,
products & services.

1.403.258.3233
5883 - 11th Street SE
Calgary, AB Canada T2H 1M7

