



# Keep Beef on the Table

## The Advantage is Clear

Clear River Farms beef has exacting specifications and provides consumers an enjoyable eating experience at a great value.

The advantage of adding superior, consistent ungraded product helps improve your overall profitability.

Clear River Farms sub-primal beef cuts yield higher percent of saleable retail product, delivering increased profit per pound compared to conventional ungraded beef programs.



\*average

# Clear River Farms *Canada*

FEATURES	BENEFITS
Superior Appearance	<ul style="list-style-type: none"> <li>Cattle receive high-energy grain rations to ensure product delivers superior cherry red muscle color and white fat</li> <li>Cherry red or brighter muscle color and white fat only</li> </ul>
Consistent Sizing	<ul style="list-style-type: none"> <li>Minimum carcass weight and ribeye area restrictions refine this ungraded program for consistent product sizing</li> </ul>
Yield	<ul style="list-style-type: none"> <li>Delivers more saleable yield and less fat trim than conventional no-roll</li> </ul>
Dependable Quality	<ul style="list-style-type: none"> <li>Delivers beef with marbling for a high-quality appearance and appeal</li> <li>Beef inspected by Canadian Beef Grading Agency and in-house sort to meet Ungraded Beef Carcass Selection &amp; Quality Factors</li> </ul>

## UNGRADED BEEF CARCASS SELECTION & QUALITY FACTORS

### CLEAR RIVER FARMS CA

Marbling	Marbling that is less evenly distributed
Meat Color	Cherry red or brighter
Fat Color	Yellow fat not permitted
Minimum Ribeye Area	1.2 in <sup>2</sup> / 100 lbs
Minimum Carcass Wt	600 lbs
Maturity	Maturity II
Carcass Class (type)	Ungraded, no bulls allowed
Diet	Grain
Production	Brooks, Alberta, Canada EST. 38

### CLEAR RIVER FARMS PREMIUM CA

Marbling	Marbling that is noticeably more evenly distributed
Meat Color	Cherry red or brighter
Fat Color	Yellow fat not permitted
Minimum Ribeye Area	10.5 in <sup>2</sup>
Minimum Carcass Wt	700 lbs
Maturity	Maturity II
Carcass Class (type)	Ungraded, no bulls allowed
Diet	Grain
Production	Brooks, Alberta, Canada EST. 38

## THE CLEAR RIVER FARMS ADVANTAGE

Product	More Saleable Yield	Less Trimmable Fat
Top Round	2.22%	2.55%
Top Butt	4.85%	4.66%
Chuck Eye Roll	1.16%	1.21%
Shoulder Clod	4.75%	4.86%
Tenderloin	1.37%	1.14%
Striploin	3.47%	3.46%

*\*Compared to commodity no-roll programs*

## BRANDED PACKAGING

Packed in branded bag



Clear River Farms  
CA Box End Label

Packed in branded box



Clear River Farms Premium  
CA Box End Label

