

# WHERE DOES CANADIAN BEEF COME FROM?



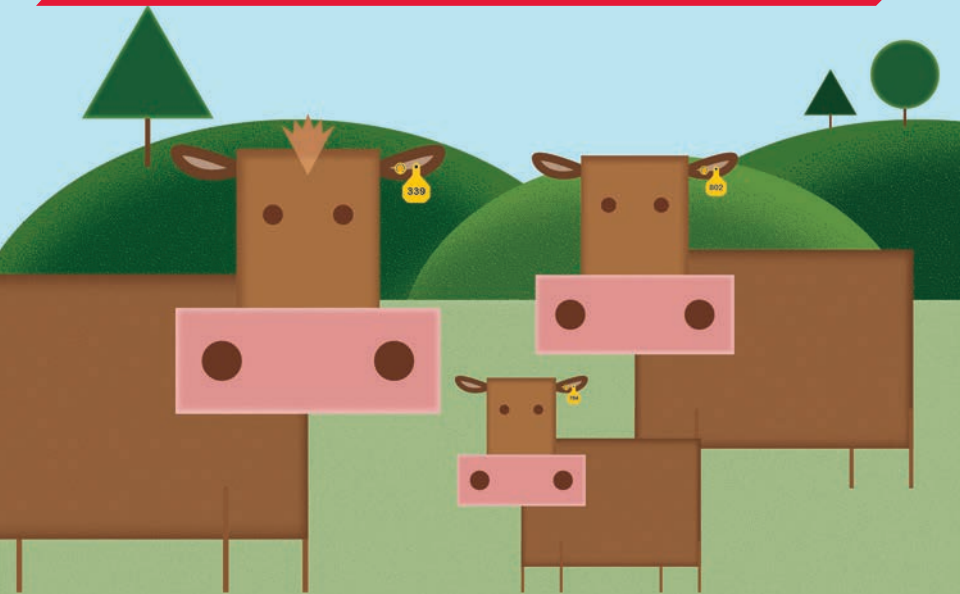
CANADIAN BEEF



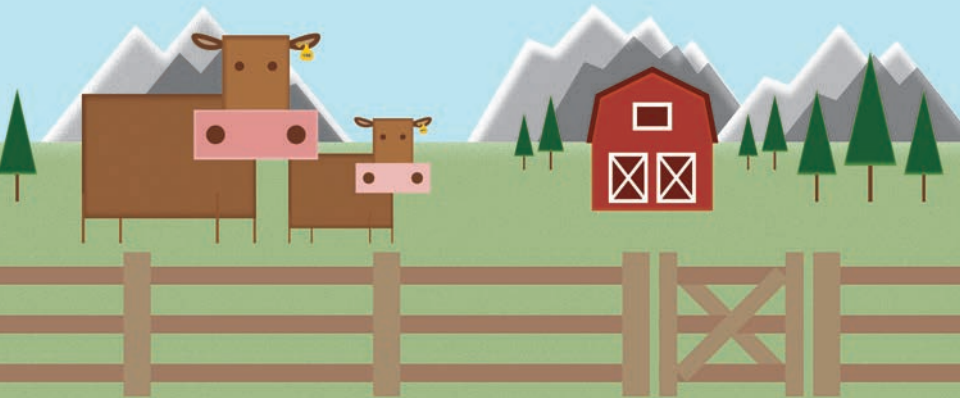
### **WHERE DOES CANADIAN BEEF COME FROM?**

**Canada has the perfect landscape and climate for raising beef cattle. Here's just how cattle are raised in Canada, from when calves are born to when world-class Canadian beef is served at your table.**

# Cow & Calves



Cows are female cattle, and bulls are males. Steers are males that can't be used for breeding. Cows are typically bred in the summer or early fall, so that calves are born in the spring. This timing ensures there is plenty of grass for grazing. Calves are raised in pasture with their mothers and their herd. They nurse from their mothers and are weaned then to eat grass. In Canada, cattle roam on large, natural grasslands or traditional pastures, lands that are generally not suitable for farming grain or vegetable crops.



## Geography, Climate & Pasture

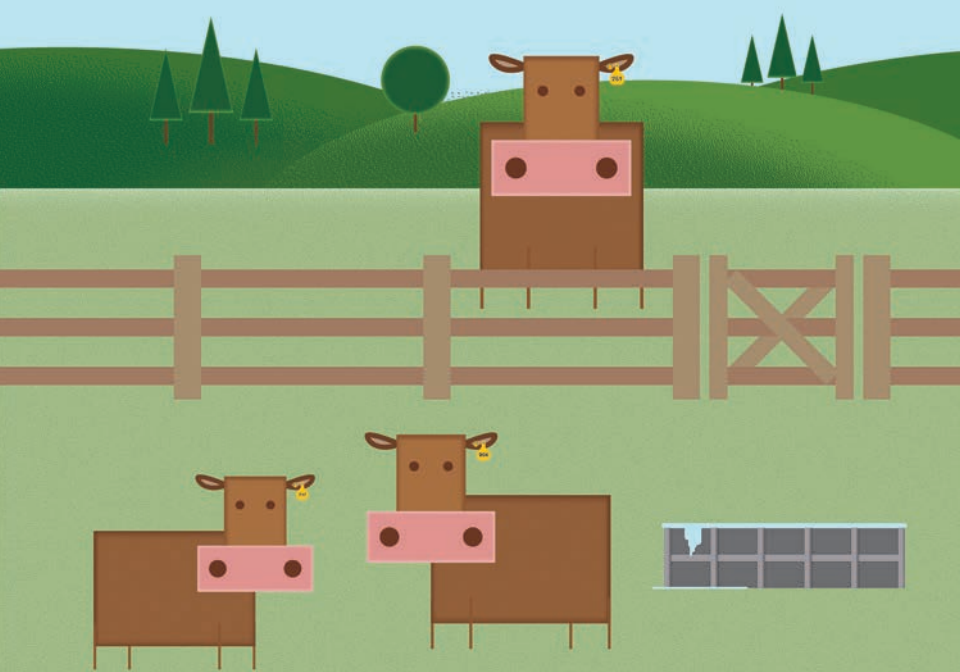


Our four seasons in Canada and diverse landscape provide an ideal environment to raise some of the world's best cattle. They live on a variety of premium quality grasses for most of the year, supplemented by nutritious hay and grain in the winter.

# Farmers & Ranchers



It takes dedicated hard-working people to raise cattle in Canada's rugged environment. The 2 main goals of farmers and ranchers are to ensure a sustainable environment and raise healthy cattle. More than 98% of cattle farms and ranches are family-run and have been operating for generations.



Once calves have grown and are ready to only eat grass and hay, they're ready for weaning. By this point, calves can weigh upwards of 226-360 kg (500-800 lbs)!

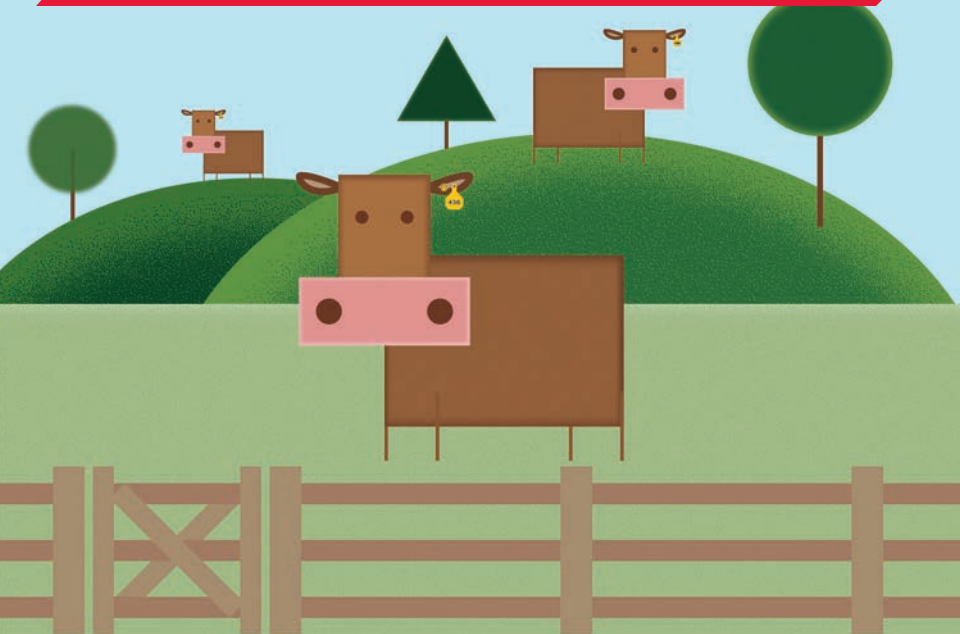
# Weaning

Once calves are ready to leave the ranch or farm, they are often purchased by another farmer or rancher or buyer at auction. Many of the female calves are kept on the original farm or ranch to help build the herd by eventually becoming mother cows themselves. Some of the best male calves are also kept and raised to become breeding bulls.



## Auction & Breeding

# Growth Phase



The calves continue to grow and have the opportunity to graze on fields with access to shelter and lots of fresh water. In some regions of the country, cattle may be brought into barns or open-air corrals to continue their growing phase with supervised diets to optimize growth. All animals are regularly checked by qualified caretakers or veterinarians who ensure they are healthy.

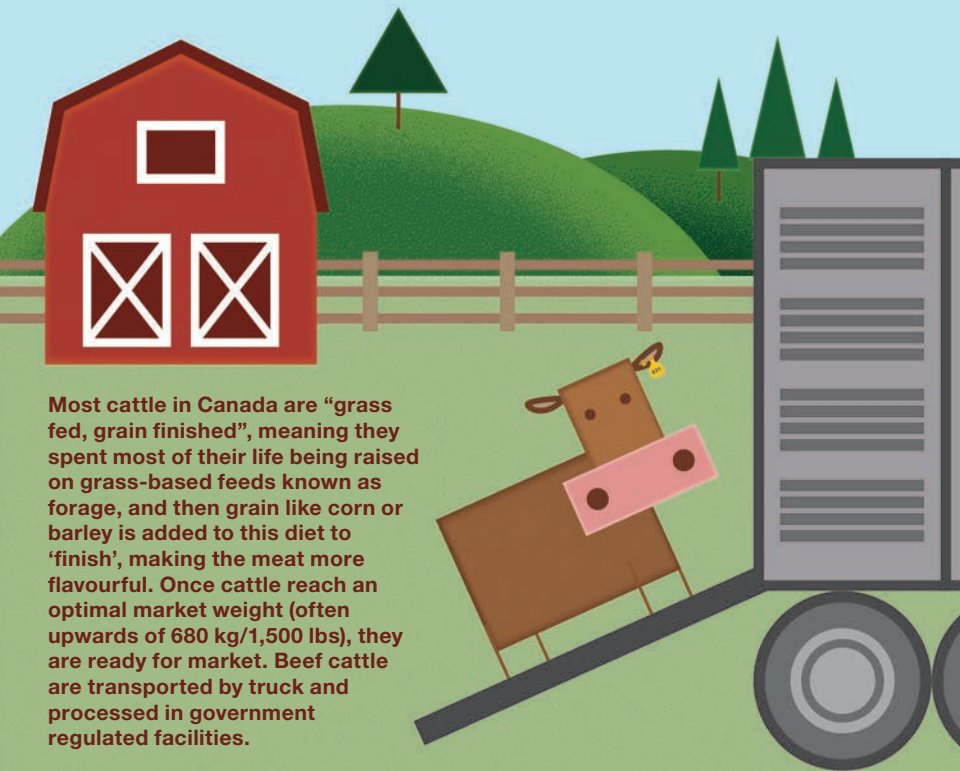




Feeding operations focus on efficient weight gain, nutrition and animal care. Cattle are provided a safe, stress-free and healthy environment, and have plenty of room to move around in open air or indoor pens with access to feed and water. Cattle will typically spend somewhere between 60 and 200 days at a feeding operation eating a high-energy diet.

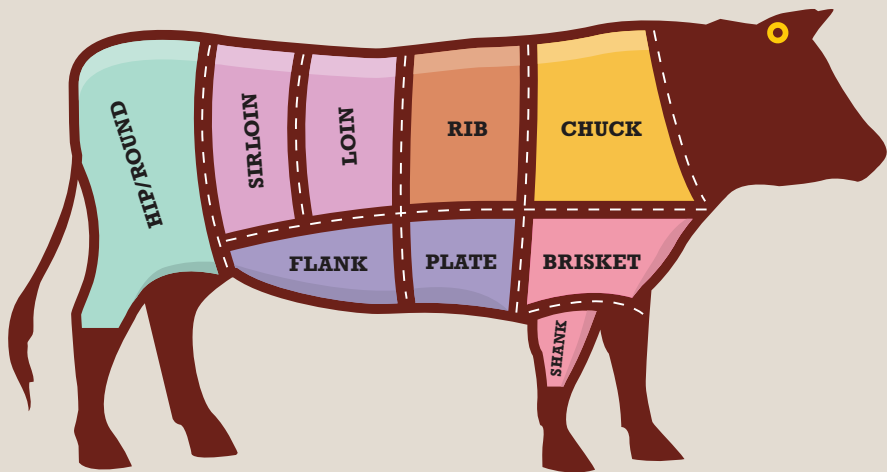
# Feeding Operations

# Ready For Market



Most cattle in Canada are “grass fed, grain finished”, meaning they spent most of their life being raised on grass-based feeds known as forage, and then grain like corn or barley is added to this diet to ‘finish’, making the meat more flavourful. Once cattle reach an optimal market weight (often upwards of 680 kg/1,500 lbs), they are ready for market. Beef cattle are transported by truck and processed in government regulated facilities.

# Beef Grading & Butchery



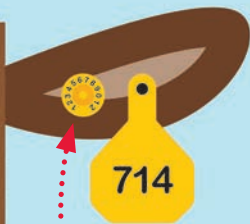
Trained professionals known as Graders will assess several characteristics of the meat such as marbling, and then assign grade scores in accordance with national standards.

The grades of AA, AAA and Prime represent the best of Canadian beef sold. Skilled workers then carve the beef into popular cuts like rib roasts, sirloin steaks and ground beef.

## OFFICIAL CANADIAN BEEF GRADE



# Food Safety



Canada has one of the safest and highest quality food systems in the world and have taken many steps to ensure this is maintained. As an example, Canadian ranchers and farmers developed RFID Tagging, which places a radio frequency identification tag in the ear of each animal, so that each individual animal can be traced back to the herd and farm it came from.

# Beef in the Marketplace



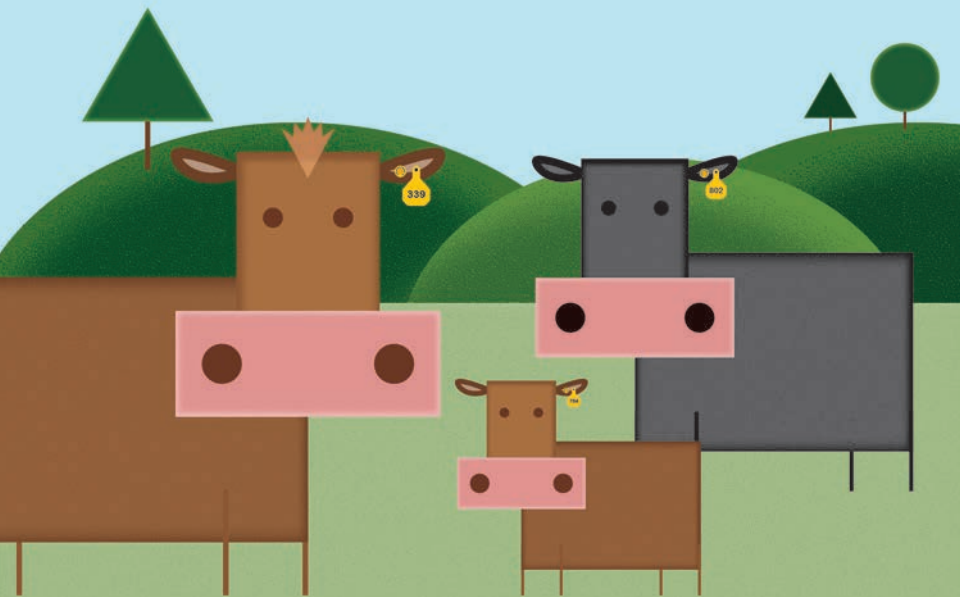
Canadian beef is known for its world-class quality and high safety standards. In Canada and around the world, Canadian beef is in demand by families, butchers and chefs. About 45% of Canadian beef is exported to other countries.

# On Your Table



Once Canadian beef reaches your table, you will be fuelling your body with one of nature's most concentrated sources of protein, iron, vitamin B12, zinc and other essential nutrients to help you be strong, stay energized and live well.

As native bison did for centuries, cattle provide manure for rich soil, making rich grasslands that provide 68% of the wildlife habitat capacity of all agriculture lands in Canada.



**The Cycle Continues**

**For more information, visit [Canadabeef.ca](https://Canadabeef.ca)**

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