



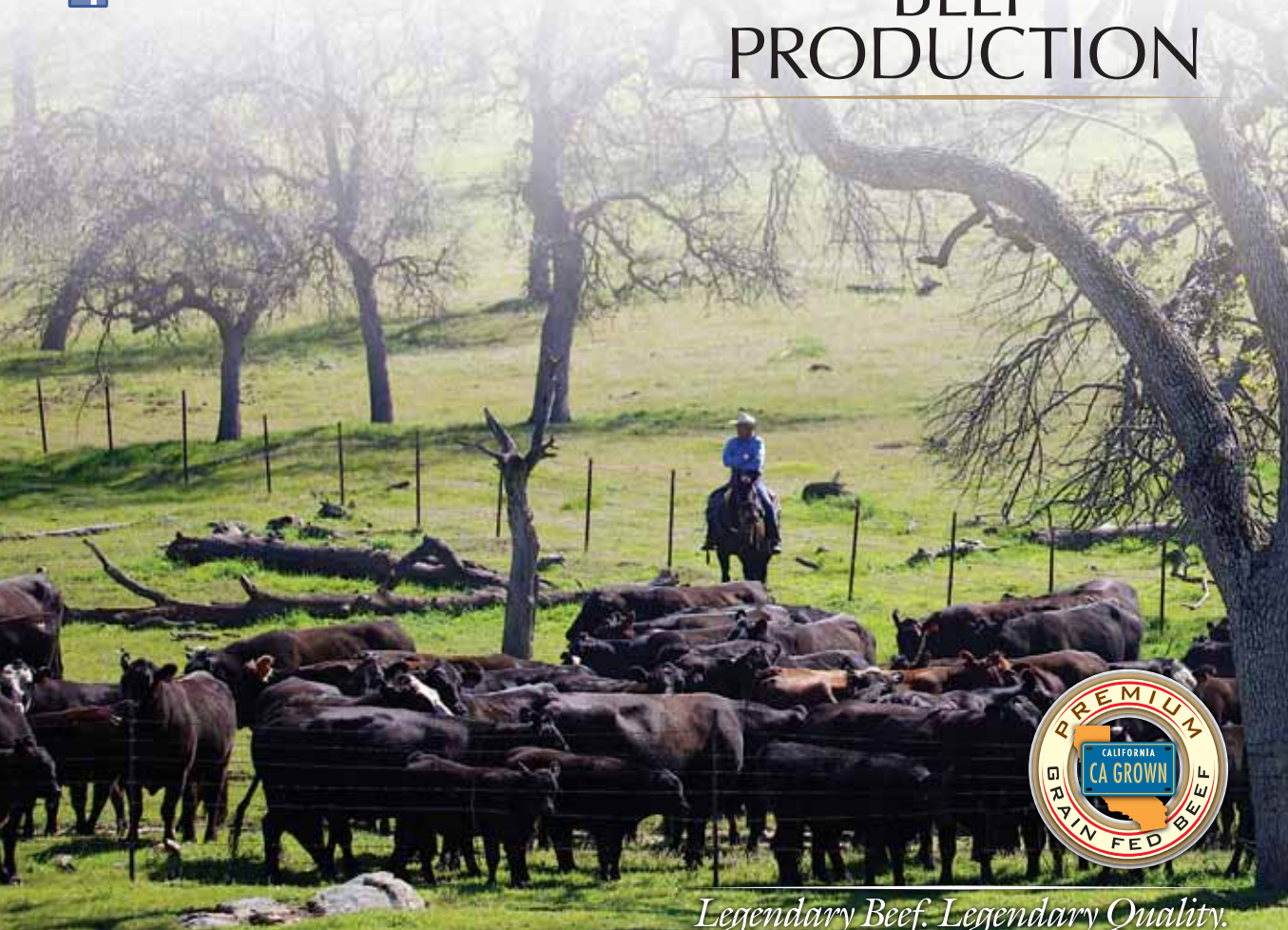
Visit our On-Line Chef at  
[harrisranchbeef.com](http://harrisranchbeef.com)

You'll find a variety of beef cuts perfectly matched to the ideal cooking method plus mouth-watering recipes.

 HARRIS RANCH BEEF COMPANY 1-800-742-1955



COMMITTED TO  
SUSTAINABLE  
BEEF  
PRODUCTION



*Legendary Beef. Legendary Quality.*

# INNOVATION AND STEWARDSHIP

Dedicated to improving our system of sustainable beef production, Harris Ranch and our industry have made considerable improvements in key areas including animal health and well-being, reduced greenhouse gas emissions, water and land resource conservation and improved production efficiency.

## WATER AND LAND RESOURCE CONSERVATION

### • Grass Raised – Grain Finished

Cattle graze on western ranches 70-80% of the time then finished on premium grain for superior flavor and quality.

### • Harvesting Nature

In California alone, 38 million acres of land are unsuitable for raising crops. Cattle convert forage into a nutrient-dense food – beef.

### • Water Conservation

Conservation efforts enabled Harris Ranch to reduce water usage by nearly 50% in recent years.

### • Water Usage

308 gallons of water used to produce 1 lb. of beef – compared to 713 gallons to produce just 1 cotton T-shirt!

## ANIMAL HEALTH AND WELL BEING

### • Reduced Antibiotic Usage

Several years ago, Harris Ranch discontinued feeding Tylan -- a product that belongs in the same class of antibiotics used in human medicine. Today, antibiotics are used in a therapeutic manner under veterinarian oversight to treat cattle that require medical attention.

### • Verified Humane Handling

Harris Ranch uses IMI Global, an independent third party, to verify our compliance with the Beef Quality Assurance program and its animal care requirements.

### • Animal Welfare

Dr. Temple Grandin, an expert on animal welfare practices, provides consultation on facility design and livestock handling techniques.

## REDUCED GREENHOUSE GAS EMISSIONS

### • Reduced Food Miles

90% of Harris Ranch beef is distributed within a 250 mile radius of our processing facility.

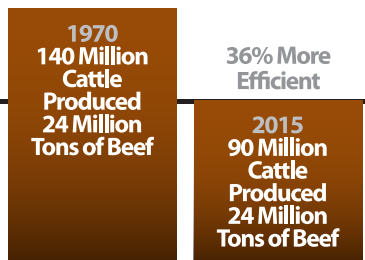
### • Livestock's Contribution to GHG

Beef cattle account for only 2.2% of U.S. Greenhouse Gas Emissions (4.2% for ALL livestock as a whole) compared to energy production (31%) and transportation (27%).

### • Feeding and Finishing

Cattle finished on grain in feedlots, as seen at Harris Ranch, rather than raising them exclusively on grass, reduces beef's carbon footprint even more.

## IMPROVED EFFICIENCY



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