



Visit our On-Line Chef at
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.

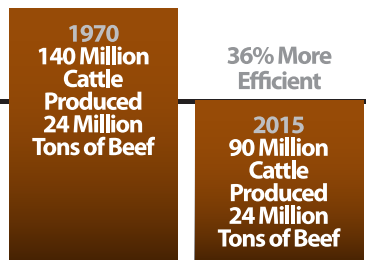
• Livestock's Contribution to GHG

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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