



PRODUCED BY



*From our Family Ranchers to your Table™*

**The Certified Angus Beef® brand is now proudly offered by Harris Ranch – the company known for their passion for producing great-tasting, California grown beef**

Over the years since being founded, Harris Ranch has grown but still controls all aspects of production – from where and how our cattle are raised through feeding, processing and distribution. Few beef companies other than Harris Ranch can truly claim control of the entire process from start to finish. Plus, no other fed beef processor can make our exclusive California grown claim.



## CATTLE SOURCES

Our story starts at the ranch where we source cattle from progressive ranching families throughout the west who utilize superior genetics in their herds.

Our network of cattle producing families are committed to sustainable ranching practices and humane livestock handling. For us, as well as our ranching partners, the land is not just where we raise our cattle, it's also where we raise our families. We have a personal stake in the quality of the environment and are always looking for ways to improve it. For those that raise cattle, sustainability means ensuring the land will provide for the next generation by focusing on the well being not only of our livestock but also by maintaining the natural resources of the land.

## FROM FARM TO FORK

At Harris Ranch, our beef cattle spend 70 – 80% of the time grazing on grass on western ranches before being finished at Harris Feeding Company for about 120 days. The nutritionally balanced diet of corn and other feed grains, plus alfalfa hay, vitamins and minerals helps add flavor, tenderness and juiciness to the beef.

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.

- *Grass raised and grain finished for superior flavor and quality*
- *Verified humane handling*
- *California grown by ranching families committed to animal welfare*

## PREMIUM PROCESSING

Once cattle reach optimum weight and quality, harvesting takes place at Harris Ranch Beef Company located in Central California not far from our feeding operation. By owning our own USDA inspected processing facility we are better able to control the quality, consistency and safety of all Harris Ranch beef. As an added measure of safety, we take the extra step to test finished beef to make sure no antibiotic residues are present—a process that actually exceeds USDA guidelines.

At Harris Ranch, quality, consistency and unsurpassed levels of food safety make up the cornerstones of our family-owned operation. Our ranching partners and our entire team of associates take pride in being part of a genuine western tradition.



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## **CERTIFIED ANGUS BEEF®**

Today, Harris Ranch holds true to its ranching heritage and promise of delivering the highest-quality California grown beef as we have formed a partnership with the *Certified Angus Beef®* brand.

The *Certified Angus Beef®* brand, which was created nearly 40 years ago by farmers and ranchers who had a vision for premium beef, is today renowned for its high quality and for still being rooted in rural communities. It is the oldest brand of premium beef and the only brand owned by the farming and ranching families of the American Angus Association®.

### **PREMIUM BRAND, PREMIUM QUALITY**

Harris Ranch offers the *Certified Angus Beef®* brand — a product of exceptional quality and consistency. Each cut earning the brand's name meets 10 quality standards ensuring generous marbling and consistency in appearance, sizing and taste. The brand's exacting standards are more selective than USDA Choice and Prime beef grades and as a result, deliver beef with unrivaled flavor, juiciness and tenderness in each and every bite.

### **MARBLING AND MATURITY**

- *Modest or higher marbling — for the taste that ensures customer satisfaction*
- *Medium or fine marbling texture -- the white "flecks of flavor" in the beef that ensure consistent flavor and juiciness in every bite*
- *Only the youngest classification of product qualifies as "A" maturity — for superior color, texture and tenderness*



### **CONSISTENT SIZING**

- *10- to 16-square inch ribeye area*
- *1,050-pound hot carcass weight or less*
- *Less than 1-inch fat thickness*

### **QUALITY APPEARANCE AND TENDERNESS**

- *Superior muscling (restricts influence of dairy cattle)*
- *Practically free of capillary ruptures (ensures the most visually appealing steak)*
- *No dark cutters (ensures the most visually appealing steak)*
- *No neck hump exceeding 2 inches (safeguards against cattle with more variability in tenderness)*

Only 1 in 4 angus cattle are good enough to earn the brand's premium name and deliver on the quality promise you make to your guests.

