

SPRING



CREEK

BLACK ANGUS

100% CANADIAN



Special Selection Canadian Beef



Welcome to Spring Creek Black Angus 100% Canadian Beef

JBS Food Canada has embraced the opportunity to work with our local Angus ranching/farm families to design and deliver a specialty beef program with the consumer in mind.

With an uncompromising approach of sourcing the best in cattle genetics, humane animal handling and world class processing, we are excited to introduce the Spring Creek Black Angus brand. The identity and integrity of Spring Creek fully serves *key consumer expectations of such a specialty program:*

- ✓ Food integrity with attributes in **alignment with their values and beliefs**
- ✓ **Consistent products** that are hand-cut and packaged with uncompromised food safety
- ✓ A mouth-watering, *unparalleled eating experience* ... every time

Special Selection Canadian Beef



What's the Story?

Consumers desire authenticity

*A true local Canadian story –
proven by its rural roots*

In the heart of the prairies, Spring Creek starts with Angus heritage and a firm commitment to quality, health, sustainability and animal welfare



Special Selection Canadian Beef





Special Selection Canadian Beef

19  74

CC PACKING
LA DESTINATION VIANDE D'ICI ET D'AILLEURS

Centennial
FOOD SOLUTIONS
—est. 1967—





Special Selection Canadian Beef





*Raised under the care of trusted
ranchers with daily access to
clean, fresh water*

*Nurtured on the finest grass &
nutrient rich grains*

*Beautifully marbled and textured beef
is the result every time – only
available from the heart of the
Rocky Mountain landscape*

Special Selection Canadian Beef





Spring Creek Black Angus Beef is special because it all begins with the selection of only a true 'Black Angus' breed

Special Selection Canadian Beef





Special Selection Canadian Beef

Angus Beef is known for its finely marbled meat, which means that the fat is dispersed evenly against the actual cut of meat. This marbling trait of Angus cattle typically creates a more tender, juicy and flavorful meat than other breeds.





Special Selection Canadian Beef



When you select Spring Creek Black Angus, you will be back by the very best Canada has to offer. We will make your **product to order**, taking special care around every specification.

Produced daily only in Brooks, Alberta, Canada, know that the reliability, consistency and attention to every detail for order to serving your customers will be highest priority – we invite you to experience this exclusive angus beef program.

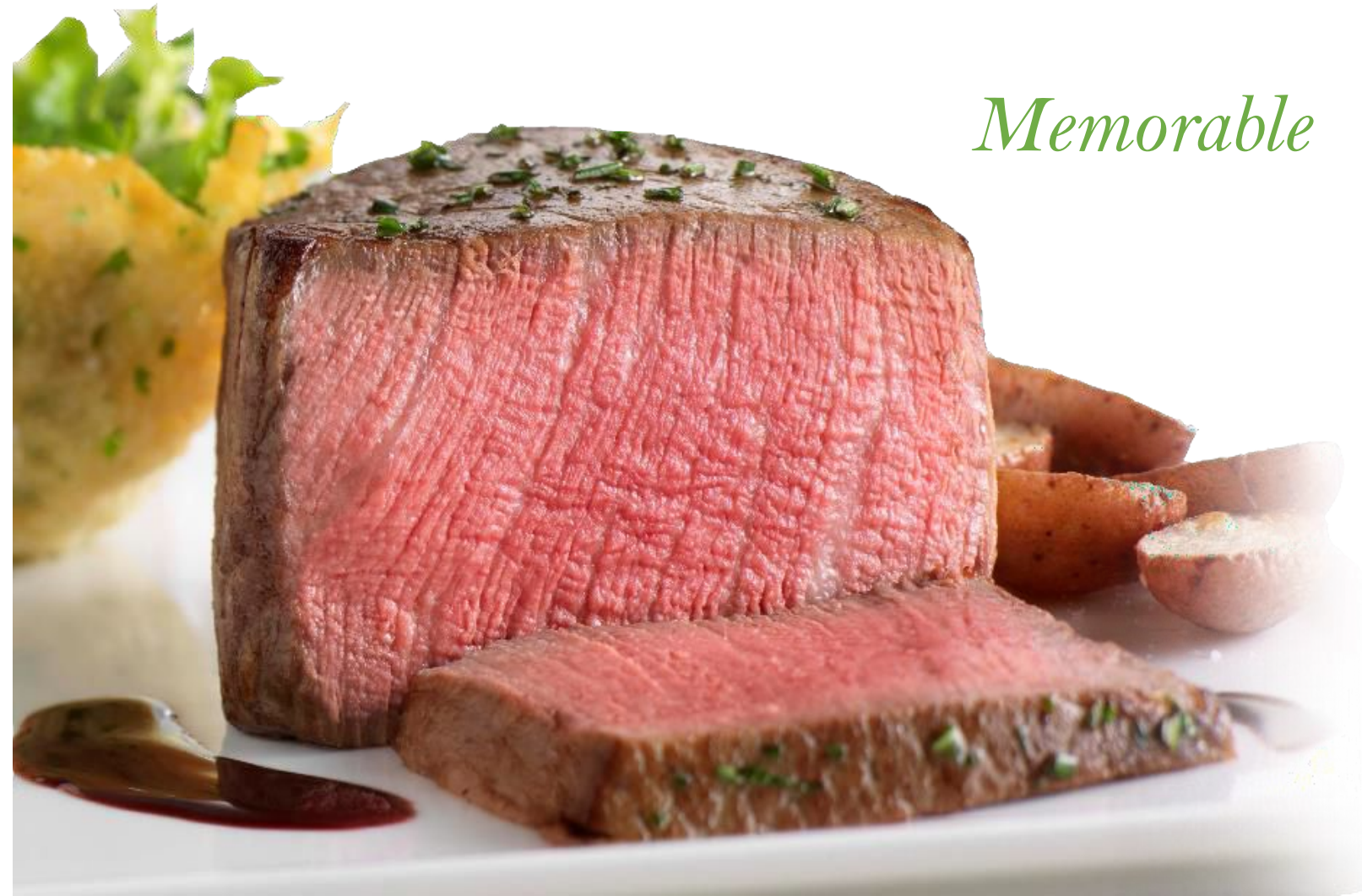


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Memorable Eating Experience

Spring Creek Black Angus delivers local Canadian beef quality and nutritional performance, we are proud to represent

Count on Spring Creek for it's well marbled, juicy, tenderness to take the beef experience to another level of excellence



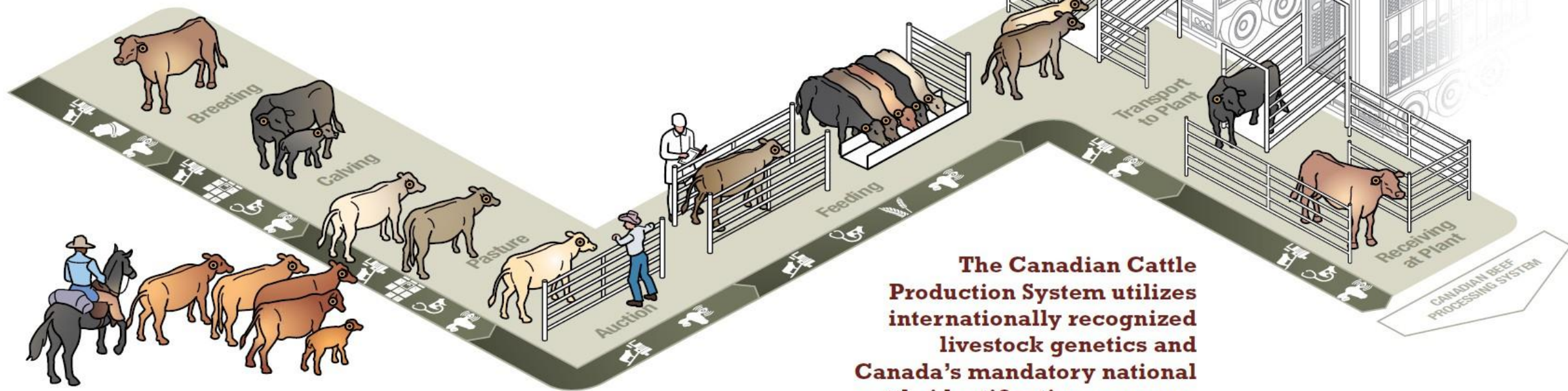


Special Selection Canadian Beef



SPRING CREEK
BLACK ANGUS 100% CANADIAN

CANADIAN CATTLE PRODUCTION SYSTEM



The Canadian Cattle Production System utilizes internationally recognized livestock genetics and Canada's mandatory national cattle identification program.

Organizations

- HEALTH CANADA** establishes Canada's national standards for food safety and authorizes veterinary drugs for use in cattle production.
- CANADIAN FOOD INSPECTION AGENCY** enforces federal laws relating to animal health and the safety of Canadian beef.
- CANADIAN CATTLE IDENTIFICATION AGENCY** implements technologies and services supporting Canada's mandatory national cattle identification program.

Programs and Attributes

- CATTLE PRODUCTION KNOWLEDGE** has been accumulated from Canada's long history of cattle ranching.
- ANIMAL WELFARE STANDARDS** protect cattle and are a shared responsibility of the government and the Canadian industry.
- ANIMAL GENETICS IMPORT CONTROLS** include point-of-entry inspection and quarantine as well as foreign animal disease testing.
- ENVIRONMENTAL STANDARDS** safeguard Canada's natural environment to support sustainable high-quality beef production.
- FEED INGREDIENT APPROVALS** are required for cattle feed and are enforced by the Canadian Food Inspection Agency.
- HACCP FEED PRODUCTION SYSTEMS** are designed to analyze and control potential hazards related to cattle feed.
- BSE FEED CONTROLS** are defined in Canadian federal law and prohibit inclusion of specified risk materials in animal feed.
- CANADIAN LIVESTOCK TRACKING SYSTEM** uses RFID ear tags and a national database to enable rapid and accurate animal identification.

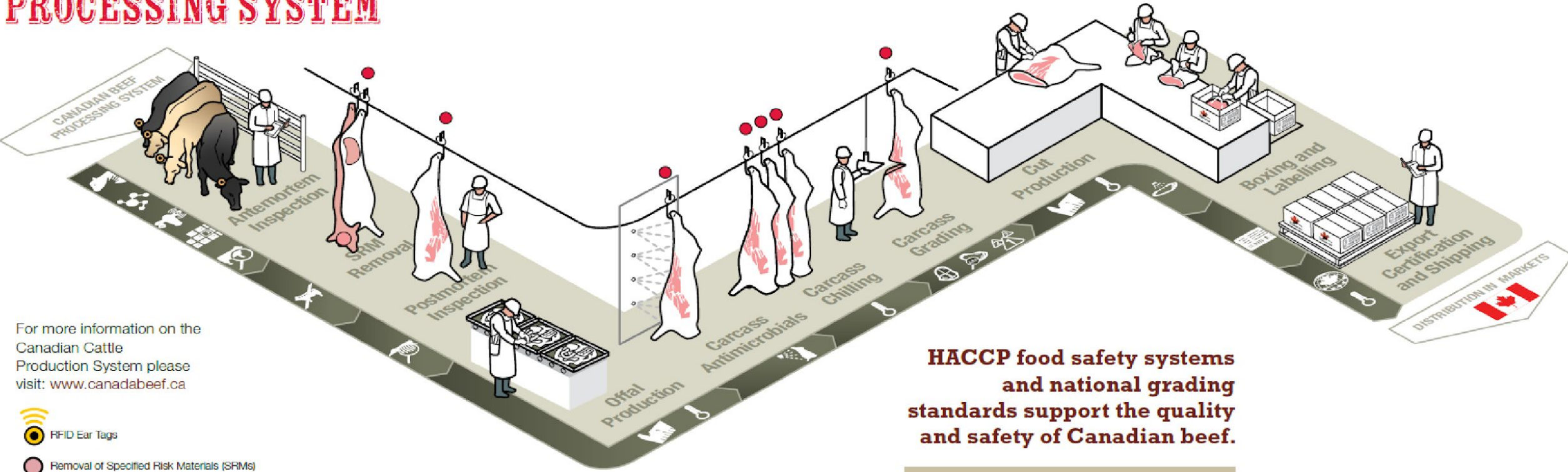
- ANIMAL HEALTH PRODUCT APPROVALS** are determined by the Government of Canada before use in cattle is permitted.
- NATIONAL ANIMAL DISEASE SURVEILLANCE** supports Canada's ability to recognize and respond to any emerging animal disease.
- CATTLE BREED IMPROVEMENT PROGRAMS** enhance beef eating quality and lean yield percentage of Canadian cattle.
- CATTLE AGE DETERMINATION** utilizes physiological indicator assessment or approved documentation to determine age.

- ANIMAL HEALTH MONITORING** is conducted by beef producers and veterinarians throughout the production process.
- GRAIN FEEDING** promotes well marbled, tender and flavourful beef with firm, white fat.
- CATTLE TRANSPORT BEST PRACTICES** are designed to protect cattle during transport and reduce quality defects.
- NATIONAL CHEMICAL RESIDUE MONITORING** Program tests beef for residues of chemicals to protect human health.

For more information on the Canadian Cattle Production System please visit: www.canadabeef.ca



CANADIAN BEEF PROCESSING SYSTEM



For more information on the Canadian Cattle Production System please visit: www.canadabeef.ca


-  RFID Ear Tags
-  Removal of Specified Risk Materials (SRMs)
-  Carcass Tracking System





Organizations





-  **HEALTH CANADA** establishes Canada's national standards for food safety and authorizes veterinary drugs for use in cattle production.
-  **CANADIAN FOOD INSPECTION AGENCY** enforces federal laws relating to animal health and the safety of Canadian beef.
-  **CANADIAN BEEF GRADING AGENCY** provides grading services for beef in accordance with Canada's national standards.
-  **CANADIAN CATTLE IDENTIFICATION AGENCY** implements technologies and services supporting Canada's mandatory national cattle identification program.

Programs and Attributes

-  **ANIMAL WELFARE STANDARDS** protect cattle and are a shared responsibility of the government and the Canadian industry.
-  **BEEF PRODUCTION KNOWLEDGE** has been gained from Canada's experience as a supplier of high quality beef to more than 100 countries.
-  **GRAIN FEEDING** promotes well marbled, tender and flavourful beef with firm, white fat.
-  **HACCP BEEF SAFETY SYSTEM** must be fully implemented at all Canadian processing plants exporting beef.
-  **MICROBIAL TESTING PROGRAMS** protect cattle and are implemented by all Canadian beef processors to monitor sanitation and food safety.
-  **CANADIAN LIVESTOCK TRACKING SYSTEM** uses RFID ear tags and a national database to enable rapid and accurate animal identification.
-  **ANIMAL HEALTH PRODUCT APPROVALS** are determined by the Government of Canada before use in cattle is permitted.
-  **CERTIFICATION** by the Canadian Food Inspection Agency assures that all export requirements are satisfied.

-  **NATIONAL CHEMICAL RESIDUE MONITORING** Program tests beef for residues of chemicals to protect human health.
-  **CATTLE AGE DETERMINATION** utilizes physiological indicator assessment or approved documentation to determine age.
-  **ANTEMORTEM INSPECTION** is performed to monitor the health of live cattle prior to slaughter.
-  **REMOVAL OF SPECIFIED RISK MATERIALS (SRMs)** are designed to analyze and control potential hazards related to cattle feed.

-  **ANIMAL HEALTH MONITORING** is conducted by beef producers and veterinarians throughout the production process.
-  **TEMPERATURE MONITORING** is conducted throughout the beef production process as required by the HACCP food safety system.
-  **CATTLE TRANSPORT BEST PRACTICES** are designed to protect cattle during transport and reduce quality defects.
-  **NATIONAL CHEMICAL RESIDUE MONITORING** Program tests beef for residues of chemicals to protect human health.

-  **BEEF QUALITY GRADE** is used to describe the eating quality of beef and includes Canada's high-quality Prime, AAA, AA and A grades.
-  **BEEF YIELD GRADE** is a classification system related to the amount of lean or muscle in the carcass.
-  **CUT/TRIM ANTIMICROBIAL TREATMENTS** include sprays of organic acids to enhance food safety and shelf life.
-  **BOX LABEL INFORMATION** contains product weight and specification along with food safety and traceability information.



Special Selection Canadian Beef

Spring Creek Passes the Grade...

There are six considerations in the determination of the final AAA & AA grade including:

- ❖ Marbling
- ❖ Maturity
- ❖ Meat colour
- ❖ Fat colour
- ❖ Muscling
- ❖ Meat texture



Canadian Beef Marbling Standards



The Canadian Standards for beef marbling are harmonized with those utilized in the United States.

CANADA	Marbling Score	UNITED STATES
Canada Prime	Abundant	USDA Prime
	Moderately Abundant	
	Slightly Abundant	
Canada AAA	Moderate	USDA Choice
	Modest	
	Small	
Canada AA	Slight	USDA Select
Canada A	Trace	USDA Standard
	Practically Devoid	



To assess marbling, the exposed cross-section of the rib-eye muscle is evaluated for the amount, size and distribution of intramuscular fat deposits. The marbling standards used to define USDA Prime (slightly abundant), Choice (small) and Select (slight) are the same standards used in Canada to segregate youthful quality carcasses into Canada Prime, AAA and AA grades respectively.

FEATURE	BENEFIT	SELECTION
Canadian Grade and Food Safety/Quality Confirmation Prime-AAA-AA-A	Canadian Food Inspection Agency (CFIA) & Canadian Beef Grading Agency (CBGA) federal government/ regulatory (third-party) food safety/ quality assurance	Canadian Grade Certified & CFIA Inspected
Marbling	Provides desired texture, flavour and juiciness	AAA (small - moderate) AA (slight)
CBGA Maturity	Determines the fine lean texture of the meat and also youthful colour— younger = enhanced tenderness	'A or B' maturity A = under 30 mo. B = 30-42 mo.
Verified Meat Colour	Provides visual end-use customer and consumer visual appeal— confirmation of quality	Bright red only No dark cutters (PH balance)
Verified Fat Colour	Visual appeal and white fat provide for a consistent flavour and quality eating experience	White fat only
Muscle Confirmation	Quality confirmation/appearance/ uniform shape and size of sub-primal relative to animal size	Moderate to thicker muscling

FEATURE	BENEFIT	SELECTION
Meat Texture Confirmation Medium to fine-grained	The finer the texture — the more evenly distributed the tenderness and flavour of the meat	YES
Black Angus 'Certified'	Breed-specific quality and genetics (min. 51% black hide, no dairy influence)	YES
Halal Certified	Provide cultural/religious segregation, food safety and supply certification	Made to Order
Converted Primal 'Ready 2 Cut'	Items offer further trimmed, portioned or modified specifications to create labour savings and differentiation	YES
Value Add – Case Ready 'Consumer Ready'	Extended shelf life, labour savings, higher yield, quality, and flavor preservation— unique consumer-friendly packaging	YES



Special Selection Canadian Beef

Assured Supply – through supply chain alignment, hands on scheduling, trusted shippers, company stability (retention) and access to consistent cattle supply.

Product Consistency – as a result of our procurement expertise and strategic approach, our feedlot relationships/integration, our handling and welfare standards and overall processing capabilities/innovation and investments.

Convenience – in providing an avenue to bundle all of our beef product needs through a single-source supplier – committed to attention to every detail through a promise of ‘unmatched quality & service’.





With a branded partnership – committed weekly rake/formula – we will support and invest into the brand and marketing of Spring Creek Black Angus, as determined of value, to create mutual growth:

1. Training seminars
2. New launch and related promotion
3. Merchandizing strategy and product pilots
4. Point-of-sale merchandizing
5. Promotions (may include digital/social media)
6. Cooking promotions and consumer engagement
7. Brand experience campaigns
8. Sponsor for corporate events (product offering)



Special Selection Canadian Beef





Spring Creek Point-of-Sale



Cheque Presenter



Meat Pick - 3" x 2"



Sticker - 2" x 2"



Floor Sticker - 24" x 24"



Special Selection Canadian Beef



Hanging Poster - 24" x 37"



Large Rail Divider - 28" x 7"



Small Rail Divider - 14" x 5.5"



Large Case Header - 18" x 8"



Ball Cap



Chef Beanie



Apron



Small Case Header - 14" x 5"



Window Cling - 31.5" x 5.875"



Rail Divider - 48" x 1.25"



Spring Creek Point-of-Sale



Cheque Presenter



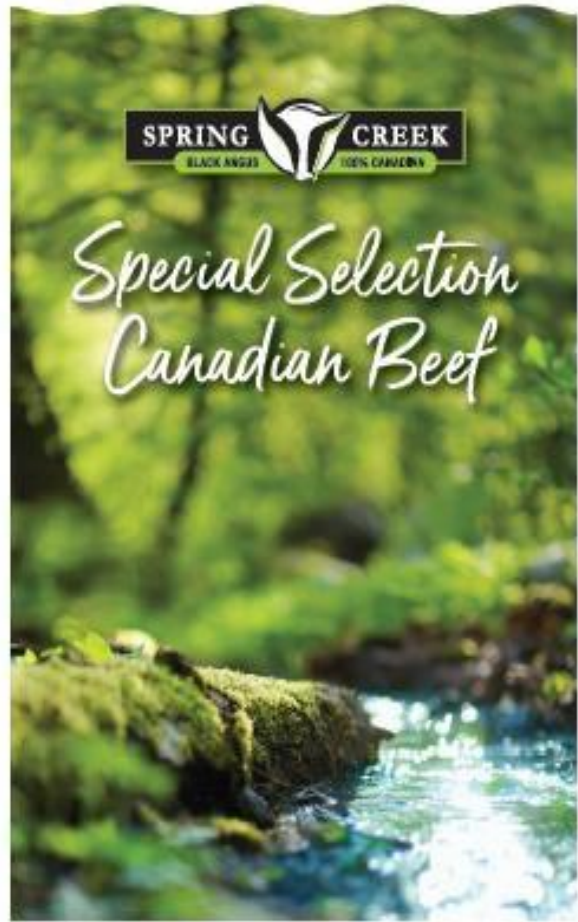
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