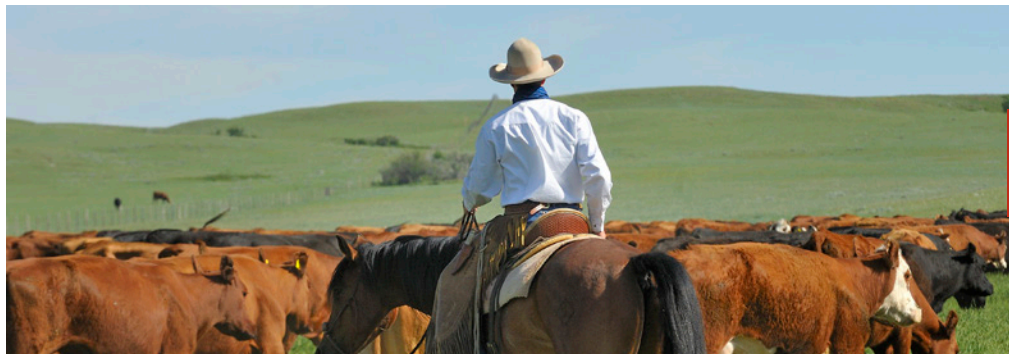


SETTING THE BAR FOR QUALITY



Some of the world's finest Angus cattle are raised right here in Canada, under ideal conditions. The Canadian landscape, water and fresh air are a big part of what make them so great. It also takes a select group of hard working Canadian ranchers to bring those elements together. The result is Angus beef that is as delicious as it is nutritious.

Our ranchers are true stewards of their land. They raise cattle in a humane fashion not only because they know it's best for the animals and their customers, but also because they know it's best for future generations. Their beef is processed in federally or provincially inspected facilities. These businesses are subject to regular audits that ensure a high standard of food safety.



Canadian Angus Rancher Endorsed™ is a certification program that offers quality assurances and endorsements for Canadian Angus genetics. With the support of the Canadian Angus Association, Canadian Angus Rancher Endorsed offers confidence that the beef will exceed expectations.

Beef partners can qualify for the Canadian Angus Rancher Endorsed program by meeting the following requirements:

- Apply through the Canadian Angus Association
- Animals must have a minimum of 50% Angus genetics; at least one of the parents must be registered Angus
- Cattle must use the Canadian Angus RFID indicator
- An audit process will be finalized in consultation with participants to ensure program integrity

