

# The Organic Difference



*Great taste  
without compromise*

- All of our ranches are certified organic by OCIA.  
This certification is the highest standard internationally and renewed annually.
- Certified Organic guarantees that:
  - Cattle raised without synthetic growth promoters or antibiotics
  - Pastures cared for without the use of chemical fertilizers or pesticides.
  - No chemical fertilizers, pesticides, animal-by-products or GMO's used in feed production.
  - All meat processed in CFIA, HACCP, OCIA approved facilities.
  - Ranches and plants inspected annually by independent inspectors.
  - Audit trail for all cattle, pastures, feeds and inputs.
  - Low stress environments for animals



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# Diamond Willow Organic Cattle

- Cows calve in the spring
- Calves are raised with the cows on pastures until weaning in the fall .
- Calves are weaned and back grounded on pasture/hay until they reach 850 lbs.



- Cattle are finished for three to four months on a ration of organic barley and organic hay.
- Cattle slaughtered at an average weight of 1200 lbs and grade Canada A or higher.
- Breeds are selected for each ranch based on which breeds perform best in specific environments.

# The Organic Beef Advantage



- Better tasting: Grass fed beef has a different taste profile that consumers seem to prefer.
- Healthier: Organic beef lower in saturated fat, higher in CLA and omega 3.
- Lower risk: No threat of antibiotic residue or hormone residue in the meat.
- Affordable: Smaller cattle mean smaller portion sizes.
- Sustainable: Organic beef raised on family ranches sustaining independent producers.





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# Where are we today ?

- Strategic partnership with Ranchers Beef in Calgary, Alberta to process all of our cattle in vacuum packed cuts and increase our capacity.
- Distribution through Versa Cold Storage allows us to service markets in Canada and the United States
- Current customers include:
  - Save On Foods (104 stores)
  - Choices Foods - Vancouver
  - Capers Markets - Vancouver
  - Planet Organic
  - Banff Springs Hotel – Banff



# Where are we going ?

In 2006/2007 we will:

- Market 2500-3000 cattle
- Launch a case ready brand Canada and the U.S.
- Continue to grow our foodservice business.
- Increase our presence in the coast U.S. market.
- Launch further processed value added products.



# Thank You

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