

Natural Beef, Bio-Gas, Socially Responsible Farming Practices



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Choices for Consumers
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Background

- Highland Feeders - 36,000 head feedlot near Vegreville Alberta
- Spring Creek Ranch - Sister company of Highland and a product of the premium Alberta Beef Alliance
- Highmark Renewables - Our biogas plant currently producing 1 mW of power from the cattle's manure.

We are Adding Value



Spring Creek Ranch Beef:

- Began the value chain in 2000
- A way for us to grow
- “Natural”
 - Raised without hormones
 - Raised without antibiotics
 - Not feed animal by products
- CFIA (Canadian Food Inspection Agency)
- Branded Beef

Our Vision



SPRING
CREEK
RANCH
natural beef

- ✿ To provide consumers with a wholesome, superior quality beef that was raised without hormones or antibiotics under the best standards.

Why Natural Beef?



- One of the **fastest growing** food sectors
- **65%** of Americans want a guarantee that their meat is free of hormones and antibiotics and animals are humanely raised
- Who buys Natural Beef?
 - Baby boomers (ages 43-64)
 - Young mothers
 - Young, highly educated couples

Source: Perkins, D. Serving the Underserved. *Beef Magazine*. Oct 2006. 50-2

Join the Spring Creek Brand



To Qualify:

- Cattle are **owned from birth**.
- Cattle have not been given any **growth hormones** or treated with any **antibiotics**.
- Cattle have been **weaned for a minimum of 8 weeks**.
- Cattle have been **age verified** with CCIA and have a Birth Certificate.
- Producer has **calving records** identifying CCIA tag to producer tag.
- Signed Affidavit

Protocol



Approved

- Vaccines
- Anti-parasite
- Ivomec

NOT Approved

- Hormones
 - Growth Implants
 - MGA
- Antibiotics
 - Ionophores (rumensin)
 - Scour tablets

Production



Cow Calf producers “sign” up

- Age verified
- Health records
- No hormones or antibiotics
- Affidavit



8 weeks after weaning, cattle shipped to Highland Feeders



Sell feeders to Highland for a premium



Retain ownership



Finish cattle on grain for at least 180 days



Cattle shipped to Rancher’s Beef in Balzac for processing

Shipping 100 cattle every 2 weeks

Distribution



Boxed meat shipped to Versa Cold

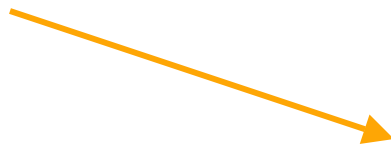
Distributors

Centennial, Bridge Brand
etc....



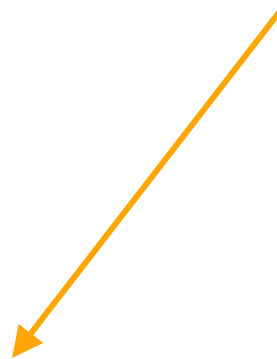
Food Service

Jack's Grill, Rouge
etc.....



Retail

Safeway, IGA, Butcher Shops,
etc...



**You - The
Consumer**

Marketing



- Brand Retained
- Hormone and Antibiotic Free
- **“Quality”**
 - Carcass size - no larger than 900 lbs
 - Grades - AA and AAA only
 - Aging (retail 21 day minimum)
 - Supply and Service
 - Premium product = Premium price
- Our Beef has a Story

The Results



- A consistent product
- “This is the best beef I’ve ever had!”
- Loyal customers = word of mouth marketing
- Profit??

Testimonials



“I have enjoyed working with them and regard them as one of the best suppliers of beef I’ve crossed paths with.” Chef Michael Smith,
Feb 4, 2007

Challenges of Building A Brand



- Managing the marketing and distribution costs
- Staying competitive
- Garnering a premium on ALL cuts
- Our customers are counting on us to deliver consistently on quality and supply
- Branding something that is not traditionally branded

Spring Creek Ranch: The Future



- More producer involvement
- Recognized brand for quality beef across Western Canada
- Processing 150 head per week in 2 years

Questions

For More information:

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Or visit

www.highlandbeef.com

www.springcreek.ca

www.highmark.ca