

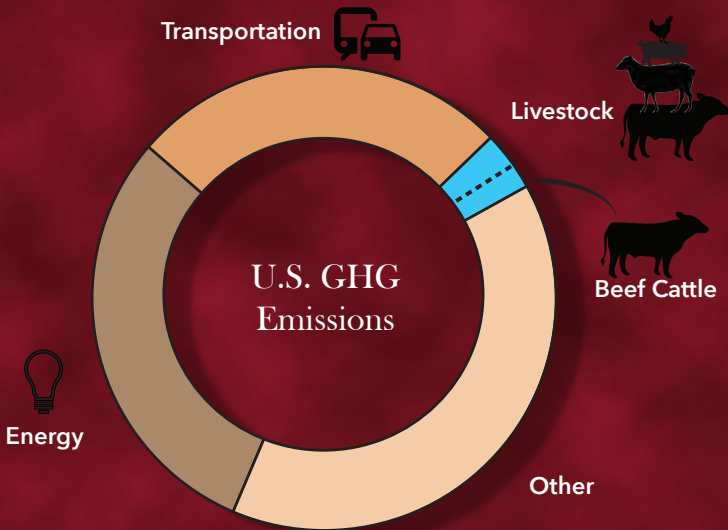


*Legendary Beef. Legendary Quality.*

## OUR DIFFERENCE

As a family-owned business, Harris Ranch carefully controls the supply, feeding and processing of our cattle. Our functionally integrated system sets us apart from other beef companies. Harris Ranch and the ranching families we partner with proudly carry on a great western tradition by putting plenty of hard work, dedication and passion into raising our beef cattle.

## SUSTAINABILITY & ENVIRONMENTAL IMPACT



In California alone, an estimated 38 million acres of land are unsuitable for farming. Cattle often graze in these areas and convert plants that humans cannot consume into a nutrient-dense food. This allows the beef industry to more than double the amount of land available for food production in the U.S.

When looking at the environmental impact of beef production in terms of greenhouse gas (GHG) emissions, beef cattle account for approximately 2.2% of the U.S. GHG emissions. This can be compared to energy (31%), transportation (27%), and livestock production as a whole (4.2%)<sup>1</sup>. As an added bonus, farming crops and raising cattle actually sequester carbon emissions from other U.S. industries and sources.

Finishing cattle on grain in feedlots, as seen at Harris Feeding Company, rather than raising them exclusively on grass, reduces the carbon footprint even more. Research by leading livestock sustainability experts shows that each pound of grain-finished beef requires and produces<sup>2</sup>--



**45%**  
LESS LAND



**76%**  
LESS WATER



**49%**  
LESS FEED



**51%**  
LESS MANURE



**41%**  
FEWER CARBON EMISSIONS

*When compared to 100% grass-finished beef.*

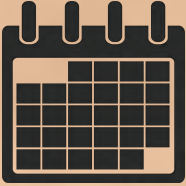
The land is not just where we raise our livestock, it's where we raise our families. By partnering with progressive ranchers, protecting and preserving our water supply and composting waste materials, Harris Ranch demonstrates our commitment to environmental sustainability.

<sup>1</sup>(Pitesky, Stackhouse, & Mitloehner, 2009), <sup>2</sup>(Capper, 2010)

# ANTIBIOTIC & HORMONE USE

Harris Ranch believes protecting human health is an absolute priority. We also have an obligation to the animals that provide meat for us. We are responsible for keeping them healthy and treating them when they become sick.

**Antibiotics** treat infections in people and animals and benefit today's food supply by promoting animal welfare and food safety.



At Harris Feeding Company, antibiotics are **ONLY** used in a therapeutic manner under veterinarian oversight to treat cattle that require medical attention.

If antibiotics are administered, withdrawal periods are strictly followed to make sure **NO ANTIBIOTIC RESIDUES ARE PRESENT IN THE ANIMAL AT THE TIME OF HARVEST**

## At Harris Ranch

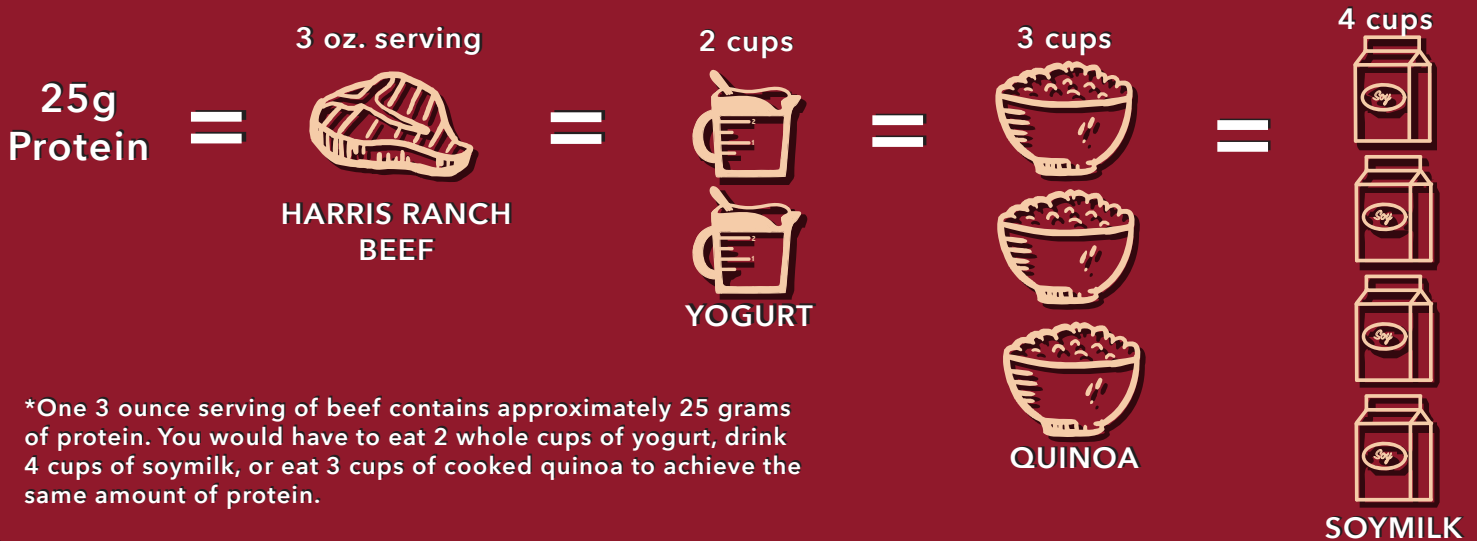
- Antibiotics are **NOT** used for growth promoting purposes
- Antibiotics are **NOT** added to the feed.



# NUTRITION



People seeking a nutrient-dense food will find a rich source of wholesome nutrition in Harris Ranch beef. Harris Ranch is proud to provide consumers with a local, California grown powerhouse of nutrition.



# ANIMAL WELFARE

Harris Ranch Beef Company considers animal welfare a critical part of producing great-tasting beef. Each animal is given plenty of space at our feedlot and enjoys easy access to clean water and feed.



Each pen also features **shade cloth** to protect cattle from the heat, as well as automatic *sprinklers* to reduce dust and cool cattle in the warm summer months.

*At Harris Ranch, attention is given to every detail in order to reduce stress and ensure that cattle remain comfortable and calm.*

Contact us at (800) 742-1955 and [HarrisRanchBeef.com](http://HarrisRanchBeef.com)

