



Sustainability

Harris Ranch and the ranching families who partner with us care deeply for our livestock and our land. Our commitment to sustainable agriculture is reflected in our Best Management Practices, which value and respect our natural resources. The ranchers who raise cattle for Harris Ranch Beef avoid overgrazing, and instead actively contribute to rangeland enhancement, protect watersheds, and help build healthy wildlife ecosystems.

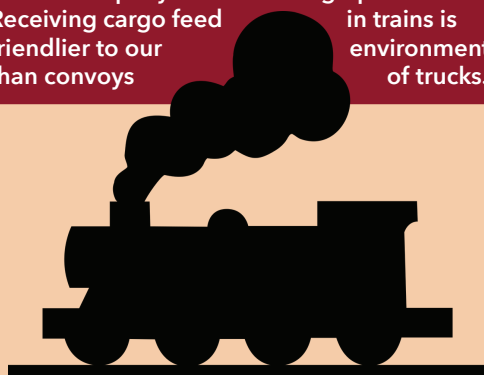


In California alone, an estimated 38 million acres of land are unsuitable for farming. Cattle graze in these areas and serve a valuable role in the ecosystem by converting plants that humans can't eat into a nutrient-dense food. This allows the beef industry to more than double the amount of land available for food production in the U.S.

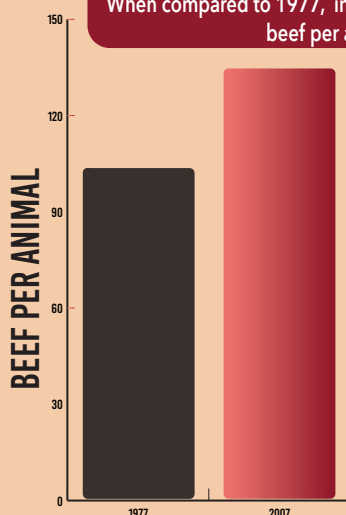


The Harris Feeding Co. insect management program employs parasitic wasps to help reduce the reliance on chemical insecticides and therefore continue to minimize our environmental impact.

The corn used in Harris Ranch cattle rations arrives by train directly from the Midwest to our company-owned milling operation. Receiving cargo feed in trains is friendlier to our environment than convoys of trucks.



Over the past several decades, the beef industry has made great strides in improving sustainability through advanced production practices. When compared to 1977, in 2007 the industry produced 31% more beef per animal and required -



70% of the ANIMALS

81% of the FEED

88% of the WATER

67% of the LAND

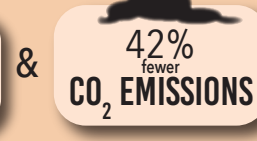
*(Capper, 2012)

These great milestones have been accomplished through the use of improved production techniques. Perhaps the most environmentally impactful of these techniques is the ability of beef producers to finish cattle on grain. In fact, recent studies indicate that choosing grain-fed beef, like that of Harris Ranch, actually helps the environment.

One pound of beef that has been finished in a feedlot requires -



That same pound of beef produced -



When compared to exclusively grass-fed beef.

*(Capper, 2010)

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.