



BEEF

Legendary Beef. Legendary Quality.

OUR CUSTOMER COMMITMENT

For over 50 years, Harris Ranch has strived to produce the highest quality beef in the world. The Harris family began farming in California's San Joaquin Valley in 1937 and over the years built a large and uniquely integrated beef system. Still family owned and operated, Harris Feeding Company and Harris Ranch Beef Company are now operated by the Brian Coelho family. Focused on our dynamic future, Harris Ranch remains dedicated to the core values of our iconic brand.



FROM FARM TO FORK

At Harris Ranch, our beef cattle spend approximately 70-80% of the time grazing on grass on western ranches before being finished at Harris Feeding Company for about 120 days. The nutritionally balanced diet of corn and other feed grains, plus alfalfa hay, vitamins and minerals helps add flavor, tenderness and juiciness to the beef.

Emphasizing our commitment to humane livestock handling, key personnel at Harris Feeding Company, are trained annually on beef quality assurance principles. Moreover, our consulting veterinarian, Dr. Del Miles, has served as a member of the BQA task force, and regularly provides suggested best practices to the beef industry to help assure that a safe product reaches the consumer.

- Grass raised and grain finished for superior flavor and quality
- Minimally processed with no artificial ingredients or preservatives
- Cattle feed tested to ensure it is free of pesticide residues
- Finished beef tested for antibiotic residues above USDA standards
- California Grown by ranching families committed to animal welfare

CATTLE SOURCES

Our story starts at the ranch where we source cattle from progressive ranching families throughout the west who utilize superior genetics in their herds.

Our network of cattle producing families are committed to sustainable ranching practices and humane livestock handling. For us, as well as our ranching partners, the land is not just where we raise our cattle, it's also where we raise our families. We have a personal stake in the quality of the environment and are always looking for ways to improve it. For those that raise cattle, sustainability means ensuring the land will provide for the next generation by focusing on the well being not only of our livestock but also by maintaining the natural resources of the land.

PREMIUM PROCESSING

Once cattle reach optimum weight and quality, harvesting takes place at Harris Ranch Beef Company located in Central California not far from our feeding operation. By owning our own USDA inspected processing facility we are better able to control the quality, consistency and safety of all Harris Ranch beef. As an added measure of safety, we take the extra step to test finished beef to make sure no antibiotic residues are present—a process that actually exceeds USDA guidelines.

Logistically, Harris Ranch Beef Company is situated in the heart of California mid-point between San Francisco and Los Angeles. This provides us with easy access to major population centers. By owning and operating our own fleet of 50 tractors and trailers we have complete control of the distribution and supply chain. Customers know they can rely on Harris Ranch to deliver unsurpassed customer service in a timely manner.

ANIMAL HEALTH AND WELL BEING

• Reduced Antibiotic Usage

Several years ago, Harris Ranch discontinued feeding Tylan — a product that belongs in the same class of antibiotics used in human medicine. Today, antibiotics are used in a therapeutic manner under veterinarian oversight to treat cattle that require medical attention.

• Verified Humane Handling

Harris Ranch uses an independent third party, to verify our compliance with the Beef Quality Assurance program and its animal care requirements.

• Animal Welfare

Dr. Temple Grandin, an expert on animal welfare practices, provides consultation on facility design and livestock handling techniques.



Over the years since being founded, Harris Ranch has grown but still controls all aspects of production – from where and how our cattle are raised through feeding, processing and distribution. Few beef companies other than Harris Ranch can truly claim control of the entire process from start to finish. Plus, only Harris Ranch can make our local, California grown claim.

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GROUND BEEF



For over 50 years Harris Ranch has been dedicated to raising premium California grown beef. We continue on this path by proudly offering Harris Ranch ground beef – produced to meet stringent quality standards. Harris Ranch couples these standards with state-of-the-art processing attributes to produce the highest quality ground beef products.

Harris Ranch ground beef is produced from grain fed cattle that have been finished at Harris Feeding Company, our company-owned feeding operation. By owning our own cattle feeding operation, as well as our own cattle processing facility, Harris Ranch Beef Company, we complete our functionally integrated “closed loop” beef production system. By processing cattle in a single facility, we are better able to control quality, consistency and food safety. Our highly trained Quality Assurance (QA) staff works in tandem with onsite USDA inspectors to ensure product wholesomeness. During harvesting, the use of thermal pasteurization and organic acid carcass washes help eliminate contaminants. Additionally, our spray chill system and new carcass coolers quickly reduce carcass temperatures resulting in lower bacteria counts.

Ground beef raw materials are sourced directly from our fabrication room each day ensuring maximum freshness. As an added measure of safety we test all raw materials for pathogens before grinding under our internal test and hold program. Harris Ranch takes an aggressive approach to ensure food safety by testing single bin sub lots consisting of up to 2,500 lbs. of raw material which are kept “on hold” under Harris Ranch control until negative results are received and the product is deemed safe. Harris Ranch also conducts finished grind testing with products again remaining “on hold” until secondary test results provide additional safety assurance. Third party auditors and major quick serve restaurants (QSRs) have repeatedly given Harris Ranch exceptional marks for food safety. In fact, the British Retail Consortium (BRC), the leading international third-party auditing organization, has certified our food safety protocols.

Harris Ranch is proud of our track record of providing safe, wholesome and humanely produced beef products. Our ground beef products are no exception.

But what makes Harris Ranch ground beef superior?

- *Our premium ground beef is produced from local, California grown Harris Ranch grain fed cattle for unsurpassed flavor*
- *Temple Grandin approved animal welfare practices at our company owned feeding operation include shaded pens and a sprinkler system that reduces dust and improves cattle comfort*
- *All feed ingredients at Harris Feeding Company are tested for pesticide residues*
- *Finished beef is tested for antibiotic residues above USDA standards at our processing facility*
- *BRC (British Retail Consortium) Certified*
- *No lean finely textured beef (LFTB) used in any of our branded retail and foodservice ground beef products*