



**HIGH RIVER**  
ANGUS™

**HIGH QUALITY. HIGH STANDARDS.  
HIGH RIVER ANGUS™**



Authentic, Exceptional, Legendary Angus

## OUR SUPPLIERS MAKE THE DIFFERENCE

At High River Angus™, we know the importance of making good choices. That's why we can say our suppliers make the difference. We team up with processors of beef who are dedicated to ensuring the humane treatment, handling and harvest of animals at all times. Our partnerships are at the heart of our commitment to well-sourced beef that meets the highest quality, safety and ethical standards.

### *What you can expect from High River Angus:*

- Plants that consider animal welfare in all areas of production – including operations, processing, quality assurance and procurement
- Dedicated employees who participate in extensive training to ensure humane handling of livestock
- PAACO (Professional Animal Auditor Certification Organization) certified employees supporting the facilities
- Multiple hurdle interventions and Food Safety & Quality Advisory Team inspections with an even more effective anti-microbial process using natural lactic acids
- Facility design, practices and audits that minimize animal excitement, injury or accidents
- Video monitoring of holding areas that are monitored by an auditing firm to provide valuable feedback to the team
- Team of veterinarians, nutritionists and cattle men and women to oversee well-being of cattle
- Practices that not only improve the treatment of all animals, but improve the product in the cooler. This means less bruising, no dark cutters, and improved performance across the carcass. It's not only the right thing to do for the animal, it's the right thing for business



## OUR PROMISE TO YOUR CUSTOMERS

We are committed to consistently delivering an enjoyable eating experience every time your family shares a table with us. We believe that our premium grain-fed Angus beef is a gift from nature and we continue to move forward as stewards of the environment by protecting the health of our cattle, our employees and, most importantly, your family. With High River Angus, your peace of mind is above all else.

### QUALITY LIFE. QUALITY PRODUCT.

In the Great Plains, among the generations of cattle men and women is a simple truth – “quality” isn't a bullet point on a spec sheet – it's the way they live their lives. It's also the way they raise their herds.



## IT'S IN THE LIVESTOCK, NOT THE LAB.

Quality beef starts in the DNA and is impacted by weather, environment and handling. High River Angus™ ensures that the beef cattle produced for our brand are raised, fed and handled to the highest standards to ensure great and consistent beef.

### Genetics

The Great Plains is the heartland of the best beef cattle genetics in the U.S. and throughout North America. Angus excels in the Great Plains. This allows High River Angus to select from only the very best Angus heritage cattle for our brand.

### Animal Welfare

Located centrally in the midst of America's beef region and Corn Belt means that the animals are local. Less travel means less stress. It's not only good for the animals but it's great for the beef. Reduced stress means less bruising and exertion on the animal, which means improved yields, tenderness and bright red meat color. All of these attributes are important to our customers and consumers.

### Vibrant Herd

Healthy cattle raised carefully and caringly by ranchers who have done so for generations is the cornerstone of our philosophy.

## ACCOUNTABILITY MATTERS

As consumers become more aware of humane practices and environmental impact, it's critical that our products meet not only governmental standards, but the perceptions held by the purchaser. High River Angus aims to exceed all expectations so consumers can feel good about our approach and our products. This trust is the baseline for repeat business and great word of mouth.

### Safety

On-farm food safety systems include all phases of livestock production from breeding to shipping:

- Meet or exceed all USDA standards
- Quality products that will feed families with peace of mind

### Sustainability & Environment

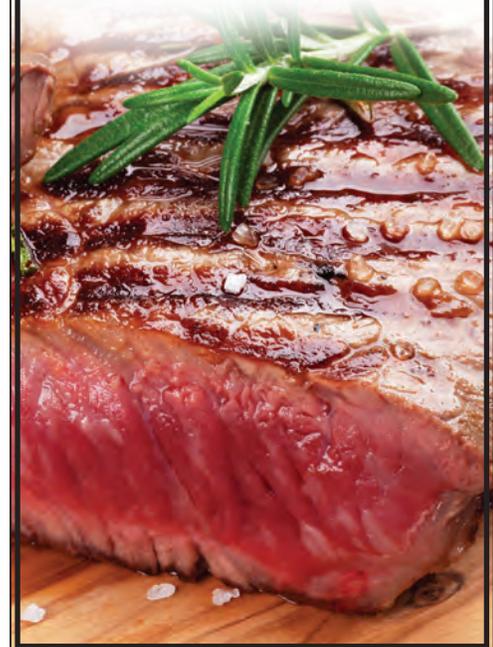
Our commitment to environmental stewardship and sustainability is on par with our commitment to quality beef:

- Focus on single plant sourcing to ensure continuity of craftsmanship and consistency
- Close monitoring and maintenance of water and soil quality
- Identifying grazing regions that minimize environmental impact
- Optimizing our delivery of ecosystem services and minimizing our environmental footprint
- The natural environment & climate supports the safety & wholesomeness of American beef
- Adhere to state and federal laws that protect the natural environment



## THE BENEFITS OF HIGH RIVER ANGUS

- ✓ Pristine beginnings and humane handling
- ✓ Consistent quality
- ✓ Juicy, tender and flavorful for powerful profit potential
- ✓ Exceeds stringent USDA grading standards
- ✓ Rich, red color and no dark cutters
- ✓ Higher usable yield
- ✓ Rave reviews, repeat business and customer loyalty
- ✓ The partnership of merchandising and marketing support





## COMPUTER VISION SYSTEM

The world's most advanced computer technology for sizing and grading. This system is used to measure muscle size for consistent product yields (which means uniform muscle size) and reads the marbling for reliable tenderness.

## HABLAMOS ESPAÑOL

## SPECIALTY RETAIL MARKETS

We offer focused assistance for specialized retail markets and your unique customers. We understand that language, culture and product can vary from market to market and we offer support and assistance in order to speak to the needs of your customers.

## CONTACT US

Phone: 863.967.0636

Email: [customerservice@cbbcorp.com](mailto:customerservice@cbbcorp.com)

Web: [highriverangus.com](http://highriverangus.com)



## WORTH EVERY OUNCE OF EFFORT

The well deserved reputation and marketability of the Angus breed enhances the strong underpinnings of the High River Angus™ brand – the highest quality and safety techniques ensure the end product meets not only our standards, but yours. This means higher yield and increased value for consumers and improved profitability for you.

### Marbling

- Meets USDA Choice & Select scoring standards

### Maturity

- High physiological standards; only Youthful carcasses qualify

### Meat Color

- Bright Red color, white fat contrast

### Muscling

- Exceeds USDA requirements to ensure higher usable yield

## BEYOND THE BOX

As a partner of High River Angus, you can expect more than a quality product – you can expect a quality experience. We offer support to retail, including point of sale merchandising, promotional materials, comprehensive consumer and retailer communication pieces, financial analysis, cutting and food safety insights and training materials. Most importantly, know that we're in this with you for the long haul – delivering consultative services and expertise that will drive your beef category performance to the highest levels.

We are committed to your success in bringing high quality products to your customers.

### *Point of Sale Materials*

- Meat case kits
- Case dividers
- On-pack labeling
- Rail strips
- Meat pins
- Case cling banners
- Pricing placards
- Promotional signage
- Staff training and merchandising support

# BULK AND CONSUMER- READY GROUND BEEF



## IMPROVE YOUR BOTTOM LINE WITH GROUND BEEF!

Ground beef, the most popular beef item for shoppers, drives strong sales across your entire store. How strong? Shopping baskets with beef have **1.85 times the value** of an average shopper basket. Compared to other proteins, baskets with beef **drive greater sales**, and shoppers buying ground beef and steak **spend more on each trip**.\*

\*The Power Of Meat 2015©, Food Marketing Institute (FMI), North American Meat Institute (NAMI)



## WHEN TASTE MATTERS, CHOOSE HIGH RIVER ANGUS™ GROUND BEEF FOR YOUR CUSTOMER'S GROCERY BASKET!

Ground beef's got a lot going for it. It's fast and easy to cook, versatile and enjoyed by all. It's little wonder that ground beef is the #1 meal-maker with American families. Ground beef has many essential nutrients – it's an excellent source of protein, zinc, and vitamin B12, and a good source of iron, with a high percentage of heme iron – the type of iron that's the easiest for our bodies to use.

Ground beef is the largest segment of the beef category. It is also one in which retailers are challenged to earn consumer loyalty.

Premium High River Angus ground beef in convenient formats to the rescue! With both bulk 10 LB. (for in-store packing in trays) and smaller, convenient consumer-friendly Chubs, ground beef can truly optimize your overall beef results.

Round out your High River Angus branded meat case with options in grinds.

## CONTACT YOUR HIGH RIVER ANGUS™ SALES REPRESENTATIVE TODAY!

302 Progress Rd.

Auburndale, Florida 33823 USA

863.967.0636

[www.highriverangus.com](http://www.highriverangus.com)



## GROUND BEEF CHUB AND BULK PRODUCT OFFERINGS

We have many options available to meet your unique ground beef needs. Contact your High River Angus sales representative today to review our list of available products.



### WHY STOCK GROUND BEEF CHUBS?

- Single plant sourced raw materials for optimal shelf life, freshness and color
- Variety of lean points and primal-specific options to meet consumer needs
- Consumer-ready packaging for reduced operational costs and increased sales
- 100% Fresh – Never Frozen
- 20-day shelf life for reduced shrink and out of stocks
- Variety of chub sizes for increased consumer options and desired price points
- Product of USA



Co-Created with JBS USA Food Company

© 2016 Colorado Boxed Beef Company