

Made in Canada

Real. Authentic. Beef.





Our promise. Our practice.

We make our living from the land each and every day. It's what we do in the present and for the future.

We are committed to this way of life—day and night, rain or shine.

We take our responsibilities seriously, caring for our cattle and the natural resources.

We stand behind our beef. Beef is a powerful, good food that we and our families and friends all enjoy. We can't wait to share it with you.



Celeste Walker

Canadian beef is your local beef, with 83,000 beef farmers and ranchers in each province across the country contributing more than \$20 billion to our economy.

Canadian beef is in demand. Canada is one of the top 10 beef-producing countries in the world and the third largest beef exporter. **Canadian beef is world-class beef right in your own backyard.**

There's a deep history and culture on our cattle ranches and farms, with a respect for the land that has sustained generations. It's the pride of the people—for their land, their work and their families.

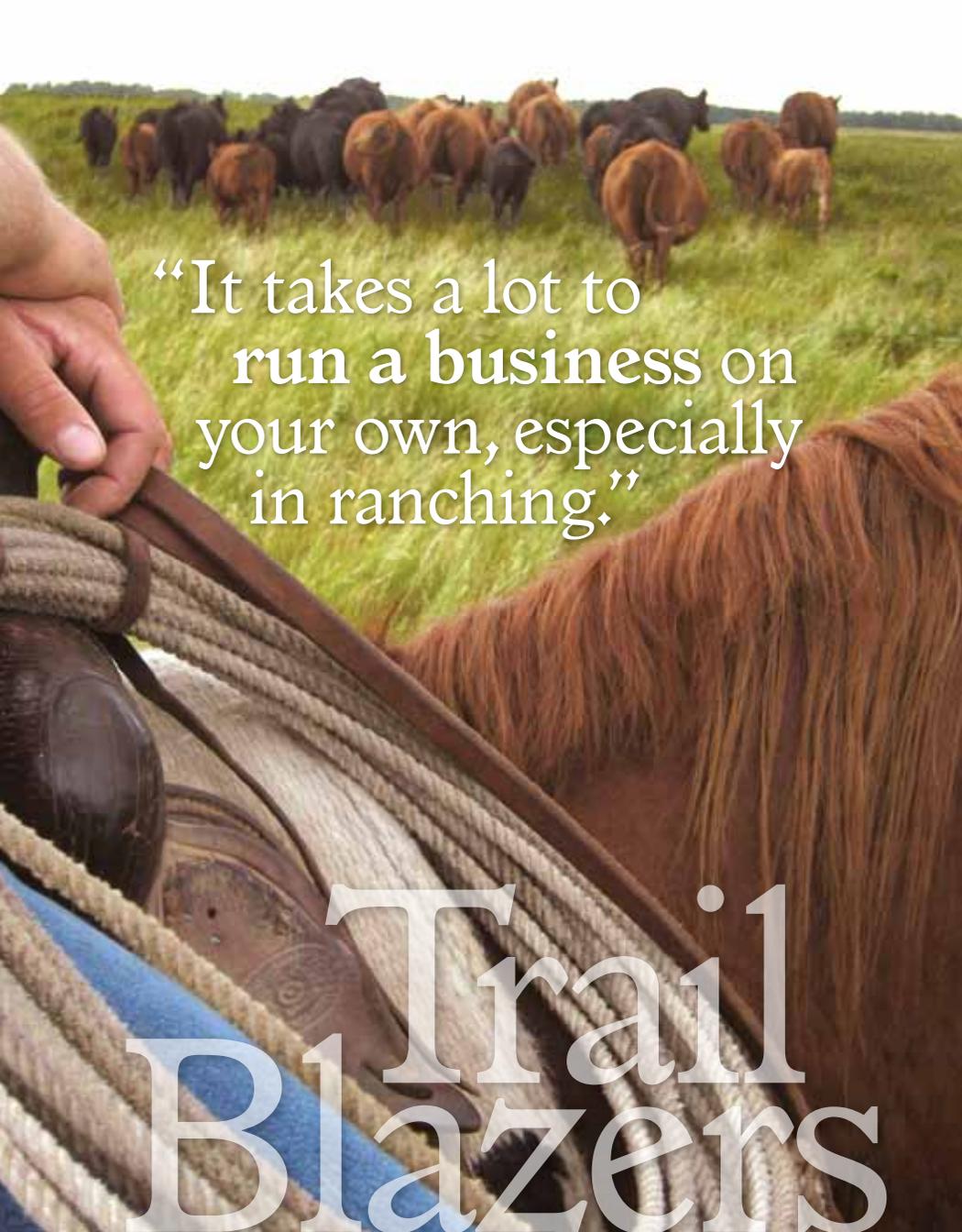
Canadian beef is your local beef. The best beef by far—and near.



Look for this symbol as your assurance of some of the best beef in the world. It's the value that comes with that single maple leaf.



Real. Authentic. Canadian Beef.
beefinfo.org



“It takes a lot to
run a business on
your own, especially
in ranching.”



“Ranching is in our blood. We have a clear vision of where we’re going and ultimately, it’s what we enjoy doing.”

—Jim Anderson

At the age of 25, while many of their peers were trying to decide what program to take at school, Sarah and Jim Anderson got married, left their family farms and went looking for a piece of land that they could call their own.

It was a bold move. But they stood together and their families stood behind them. In 2010, the young couple found their bit of heaven in Saskatchewan, starting off with a herd of red and black Angus cattle and a sales barn as well.

The young entrepreneurs are realists when it comes to running the ranch. “It takes a lot to run a business on your own, especially in ranching,” says Jim. Sarah adds, “In calving season, when prairie temperatures can dip to minus 40°C, you’re there to help 300 cows deliver their calves—night and day.”

But Jim and Sarah take it all in stride with optimism and good humour. And they value the blessings it brings. “There’s satisfaction that comes from making a life rather than just a living,” says Sarah.

rightcrossranch.com



marinated grilled steak with melted onions

MAKES 4 servings.

- 2 tbsp **Bull's-Eye® Bold Original** barbecue sauce
- 4 tbsp Greek or Italian vinaigrette salad dressing
- 4 cloves garlic, minced
Pepper and kosher salt
- 1 lb (500 g) **Inside Round Marinating Steak** (1 inch thick)
- 1 sweet onion, sliced
- 4 baguettes or buns, sliced
Arugula

COMBINE Bull's-Eye sauce, 2 tbsp of the dressing and garlic in sealable freezer bag. Pierce steak all over with fork; add to bag. Refrigerate for 8 to 12 hours.

PAT steak dry; season with pepper and kosher salt. Discard marinade. Grill over medium-high heat for 3 to 4 minutes per side for medium-rare. Let rest for 10 minutes.

MEANWHILE, pan-fry onion in dressing over medium heat, stirring often until soft and golden, about 10 minutes. Serve with thinly sliced steak on baguette. Top with arugula.

Trail Blazers

Pride

“We love what we do
and we’re proud of
the beef we raise.”



For Tara and Ross Davidson, owners and operators of Lonesome Dove Ranch, ranching is a way of life that takes a lot of heart and soul. And that suits this couple and their twin sons, Ash and Cameron, just fine. They bought their land in 2005 and built their ranch from the ground up.

“We love the wide-open spaces here, the crisp fresh air and pasture grasses that stretch out as far as the eye can see,” Tara says. “It’s not only good for us and our boys, but also for the cattle we raise. We’re proud of what we’ve accomplished.”

For the Davidsons, nothing beats the satisfaction they get from sharing their prize beef with their family and others. Referring to her two boys, Tara reflects, “Beef is one of their favourite meals—it’s a powerful protein for strong, growing bodies, so good and wholesome. Our family and friends all enjoy our homegrown beef—we hear about its quality first-hand.”

davidsonlonesomedoveranch.com



“Our boys love their beef. My proudest Mom moment was watching Ash tuck into his first beef meal—he ate it all, double-fisted!”
—Tara Davidson



seared steak with grilled garden veggies

MAKES 4 servings.

- 1 each red and green sweet pepper, small red onion and zucchini, sliced
- $\frac{1}{3}$ cup **Bull’s-Eye® Bold Original barbecue sauce**
- 2 tbsp olive oil
- 1 clove garlic, minced
- 1 lb (500 g) **Top Sirloin Grilling Steak**, cut $\frac{3}{4}$ inch thick
Montreal Steak Spice

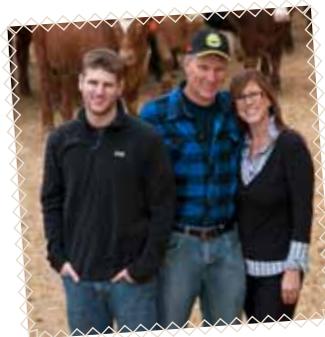
SCATTER veggies on double layer heavy-duty foil; toss with **Bull’s Eye** sauce, oil and garlic. Cover with second double layer of foil; seal edges tightly. Place package on grill over medium-high heat; cook in closed barbecue, turning occasionally, until veggies are tender, about 25 minutes. Slit top of foil and fold back.

SEASON steaks with steak spice. Grill over medium-high heat 3 to 4 minutes per side for medium-rare. Let rest for 5 minutes. Slice and toss with cooked veggies to serve.



“Our goal is to keep our cattle as comfortable and content as possible.”

Care



“Good care of our animals is second nature to us. We spend every day living off our land, working with our cattle.”
—Bill Sheard

Bill and Sheila Sheard are the third generation to farm their property just north of Brampton, Ontario. They pay careful attention to their land and their 1,400 head of cattle. “We work hard to do things right,” says Bill. As proof of their efforts, the Sheards were recognized as Farm Family of the Year for Peel Region in 2011 and area Environmentalist of the Year in 1997.

At the heart of their operation is the tending of their animals. “As a farmer, my top priority is the well-being of my cattle,” says Bill. “Stress-free cattle are healthy cattle, so we always look for ways to improve what we do.” The Sheards provide soft, dry footing for cattle. Their barn has adjustable roof vents and retractable window coverings, providing a constant flow of fresh air. Water is always available and an animal nutritionist ensures cattle get the right balance of hay and feed. Taking good care of livestock is not just about doing the right thing, it makes good business sense: Farming is an investment as well as a way of life.

“Good care of our animals is second nature to us,” says Bill. “We spend every day living off our land and working with our cattle. It’s a way of life we love. And with it comes the moral obligation we have to be responsible for the care of our animals.”

To learn more about animal care on farms and ranches, visit farmfoodcare.org.



summer slow-cooker pulled beef

MAKES 12 servings.

- ½ cup **Bull’s-Eye® Bold Original barbecue sauce**
- ¼ cup *each* red wine, Worcestershire sauce and steak sauce
- 1 onion, cut into wedges
- 3 cloves garlic, minced
- 3 lb (1.5 kg) **Beef Blade Pot Roast**
- 2 *tbsp each* cornstarch and cold water

COMBINE first 6 ingredients in slow cooker. Add beef.

SLOW COOK on **LOW** for 8 to 10 hours or until beef is fork tender.

POUR cooking juices into saucepan; bring to boil. Combine cornstarch and water; add to pan, stirring until thickened.

REMOVE twine from beef. Use 2 forks to pull beef into shreds. Add sauce; tuck into buns or serve over baked potatoes.

Ranch Travel

“The relationship we share with the land and water is something at the core of who I am.”

As a fourth-generation rancher, Erin Butters recognizes how much ranchers are shaped by the land they work.

She and husband Darcy Scott, together with her parents and sister, operate the family ranch in the foothills west of Calgary. “My parents never had much to spare, but they sure gave my sister and me a lot,” says Erin. “One gift I’m most thankful for is their love for the land.”

Erin’s family puts their convictions into action, making sustainable ranching practices part of everyday work. They protect fresh water in the creek and watershed by limiting cattle access to the creek, which helps trees and vegetation grow along the banks. This controls erosion and filters the waters that feed the stream. “It’s all a part of our larger land-management plan,” explains Erin.

An active member in the environmental group Cows and Fish, Erin networks to find the best conservation practices. “This landscape is important to all of us,” she says. “The creek passing through our ranch is a lifeline, not just to us, but to so many others. This land was important to my family who came before me; it’s important to our neighbours and to me. I’ll protect it for the generations who come after me.”

For more information on conservation practices in cattle country, visit cowsandfish.org.



“This land was important to my family who came before me; it’s important to our neighbours and to me. I’ll protect it for the generations who come after me.”

—Erin Butters



mini inside-out cheeseburgers

MAKES 6 servings, 12 mini burgers.

- 1 lb (500 g) **Lean Ground Beef**
- 1 egg
- 1 clove garlic, minced
- ½ cup **Kraft** Tex Mex shredded cheese
- ¼ cup *each* bread crumbs and minced onion
- 2 tbsp **Bull’s-Eye Bold Original** barbecue sauce
- 12 mini buns

COMBINE beef, egg, garlic, **Kraft** Tex Mex cheese, bread crumbs, onion and **Bull’s-Eye** sauce in bowl.

DIVIDE into 12 portions. Form into 3-inch (8-cm) patties. Make a thumb-print depression in centre of each patty (to prevent rounding).

GRILL over medium heat on preheated, oiled grill for 4 minutes per side or until digital instant-read thermometer inserted sideways into centre of each patty reads 160°F (71°C). Serve in mini buns.

Canadian beef is your local beef.

The best beef by far—and near.



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