



“*Spring Creek Beef*” is not typical of commodity beef. It is produced through a value chain management system, “*The Highland Premium Alberta Beef Alliance*”, which guaranties that only the best and most sustainable practices of natural beef production are used while raising these cattle. Animals are sourced only from producers with high standards of genetics, record keeping ability and integrity. The cattle are then gathered at our operation where we ensure only the cleanest and highest quality feeds, certified free of GMO’s. Antibiotics, growth hormones and steroids are never ever used in their Vitamin E enriched vegetarian diets. At no time are these cattle fed any animal by products.

Strict protocols prescribed by expert Veterinarians are followed and documented; the cattle are humanely raised in a healthy, clean and stress free environment. The climate in the region where Highland Feeders Limited is located is conducive to the growth of healthy, clean animals. Highland Feeders Limited has received several awards including the Alberta Cattle Commission’s Environmental Stewardship Award and a nomination for an Emerald Award demonstrating our commitment to environmental sustainability. Most recently (2001), the Canadian Cattlemen’s Association awarded Highland Feeders with the first national Environmental Stewardship Award for a cattle feedlot.

Through our *Individually Source Verified Identification System*, we track each animal from their farm of origin right through to the federal inspection of the meat certifying that all required standards are met or exceeded. Alberta Beef Processors, our alliance partner, will perform a custom slaughter and box to the customer’s specification in one of their Federally Inspected plants. Information regarding process control, carcass value, and customer acceptance are passed through the supply chain to insure complete satisfaction and continued enhancement of the product.

*The Highland Premium Alberta Beef Alliance* is a specialized beef production system requiring extensive collaboration between its partners. Ultimately, the retailer becomes a key part of the value chain.

This alliance is the first of its kind in Canada and has been endorsed and supported by *The Canadian Adaptation and Rural Development Fund (CARDF)*.

