

Welcome to Aspen Ridge® Premium Beef

To our Valued Customer:

We are proud to introduce the Aspen Ridge Premium Beef brand. Today, consumers continue to become more educated about where their food comes from and how it is produced. They demand food that they can trust.




Aspen Ridge was developed with an uncompromising dedication throughout the value-chain to meet those consumer demands. Our commitment to producing Aspen Ridge beef begins with our trusted ranching and farm families, who raise animals with world-class genetics and provide an ideal environment for them to mature naturally on the best land Canada has to offer. All Aspen Ridge cattle are born and raised in Canada and are source and age verified.

Our partnerships with exclusive feedlots where the animals are fed a controlled, vegetarian diet ensure quality and consistency. Additionally, our protocol demands humane handling practices at all times, these practices are audited by Humane Farm Animal Care to maintain the integrity of Aspen Ridge beef.

Aspen Ridge beef is only harvested at JBS Canada, where we produce a comprehensive product offering that meets the needs of those discerning consumers who desire their beef to be raised in a special manner. For our valued retail and foodservice partners, Aspen Ridge is made to please.

Sincerely,
David Colwell
President, JBS Canada

Our Dedication Runs Deep

-  **NEVER** using therapeutic or sub-therapeutic antibiotics
-  **NEVER** using supplemental hormones or growth promotants
-  **NEVER** feeding cattle any animal by-products

