

# CANADIAN DIAMOND BEEF



## Our Valued Customers:

We are very proud to introduce Canadian Diamond Beef. Effective February 4, 2017, Canadian Diamond Beef will replace Blue Ribbon from JBS Canada. We will ensure the transition is as seamless as possible. Rest assured that each and every aspect you have come to trust with the former program has been incorporated – AND MORE.

Our customers will benefit from how the program has also evolved. With Canadian Diamond Beef you now have a tremendous story to share with your customers, founded on a 100% Canadian commitment and relationship with local ranchers and suppliers.

Canadian Diamond Beef is special because of the consistent attention to every detail each product will receive in being crafted from our “single source” facility in Brooks, Alberta, Canada (Est. 38). Truly, a competitive advantage for maintaining overall consumer confidence in the safety and quality of beef they purchase.



A comprehensive product offering. Canadian Diamond Beef is available across a diverse selection from Canada Prime to AAA (Choice), AA (Select), and single A. We have listened to our customers and responded in order to complement your promise and service commitment in meeting the evolving needs of consumers around the globe.

When you are in need of consistent quality and more options for beef requirements; whether for retail/grocery, wholesale, food service, distribution, processing or other opportunities; look to Canadian Diamond Beef. We intend to continuously earn your business, evolve with your business, and in doing so, this program will deliver more than expected. Canadian Diamond will provide “Unmatched Quality and Service” as we dedicate to be the best in all that we do!

*“Canadian Diamond is our expression of the integrity and responsibility we embrace in providing the best products Canada has to*



Sincerely,  
Rob Meijer  
Business Lead (Marketing & Business Development)

## OUR FOUNDATION & OUR STRENGTH IS IN OUR VALUES



For more information on the Canadian Diamond Beef portfolio & other exceptional programs, products & services.

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