

# NORTHERN GOLD™

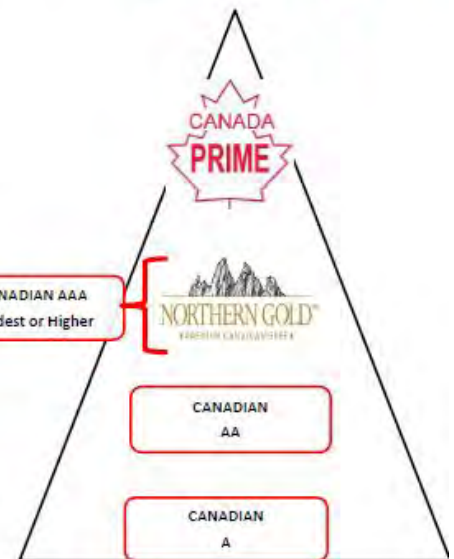
PREMIUM CANADIAN BEEF

A premium brand that offers a uniquely Canadian story and experience of pride in supporting all communities. Founded on a 100% Canadian identity to ensure consumers have complete confidence in meeting an overwhelming expectation for local origin. Attention to every detail, overall this brand provides exceptional flavor, tenderness and consistency

## The NORTHERN GOLD™ Experience



GRADE	Prime	AAA	AA	A		
OFFICIAL CANADIAN BEEF GRADE SYMBOL						
Grade	Marbling**	Maturity	Meat Colour	Fat Colour	Muscling	Meat Texture
<b>CANADA</b>						
Prime	Slightly abundant	Youthful	Bright red only	No yellow fat permitted	Good muscling or better	Firm only
AAA	Small	Youthful	Bright red only	No yellow fat permitted	Good muscling or better	Firm only
AA	Slight	Youthful	Bright red only	No yellow fat permitted	Good muscling or better	Firm only
A	Trace	Youthful	Bright red only	No yellow fat permitted	Good muscling or better	Firm only
<b>CANADA</b>		<b>MARBLING SCORE</b>			<b>USA</b>	
Canada Prime	Abundant				USDA Prime	
	Moderately Abundant					
	Slightly Abundant'					
Canada AAA	Moderate				USDA Choice	
	Modest					
Canada AA	Slight'	USDA Select				
Canada A	Trace					
	Practically Devoid	USDA Standard				





### **Marbling & Maturity:**

- ✓ Carcass is scanned by E+V camera and confirmed by a grader of the CBGA
- ✓ Modest (00) or higher marbling
- ✓ Medium to fine marbling texture
- ✓ Meat texture is firm only
- ✓ Youthful only



### **Consistent Sizing:**

- ✓ One ¼ inch trim
- ✓ Carcass weight target 1050 lbs or less on average

### **Quality & Tenderness:**

- ✓ 100% Canadian
- ✓ AAA upper 2/3rd
- ✓ Grass fed and grain finished
- ✓ No dark cutters and practically free of capillary rupture in the ribeye muscle
- ✓ No yellow fat permitted

