



NORTHERN GOLD™

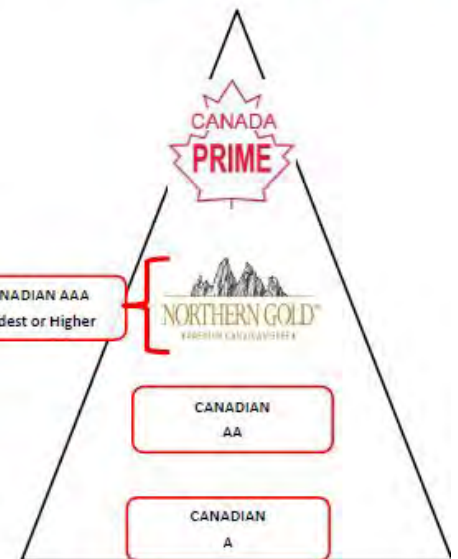
PREMIUM CANADIAN BEEF

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
CANADA						
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
CANADA		MARBLING SCORE			USA	
Canada Prime	Abundant				USDA Prime	
	Moderately Abundant					
	Slightly Abundant'					
Moderate	USDA Choice					
Canada AAA					Modest	
Canada AA	Small'	USDA Select				
Canada A	Slight'					
	Trace	USDA Standard				
	Practically Devoid					





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:

- ✓ 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

