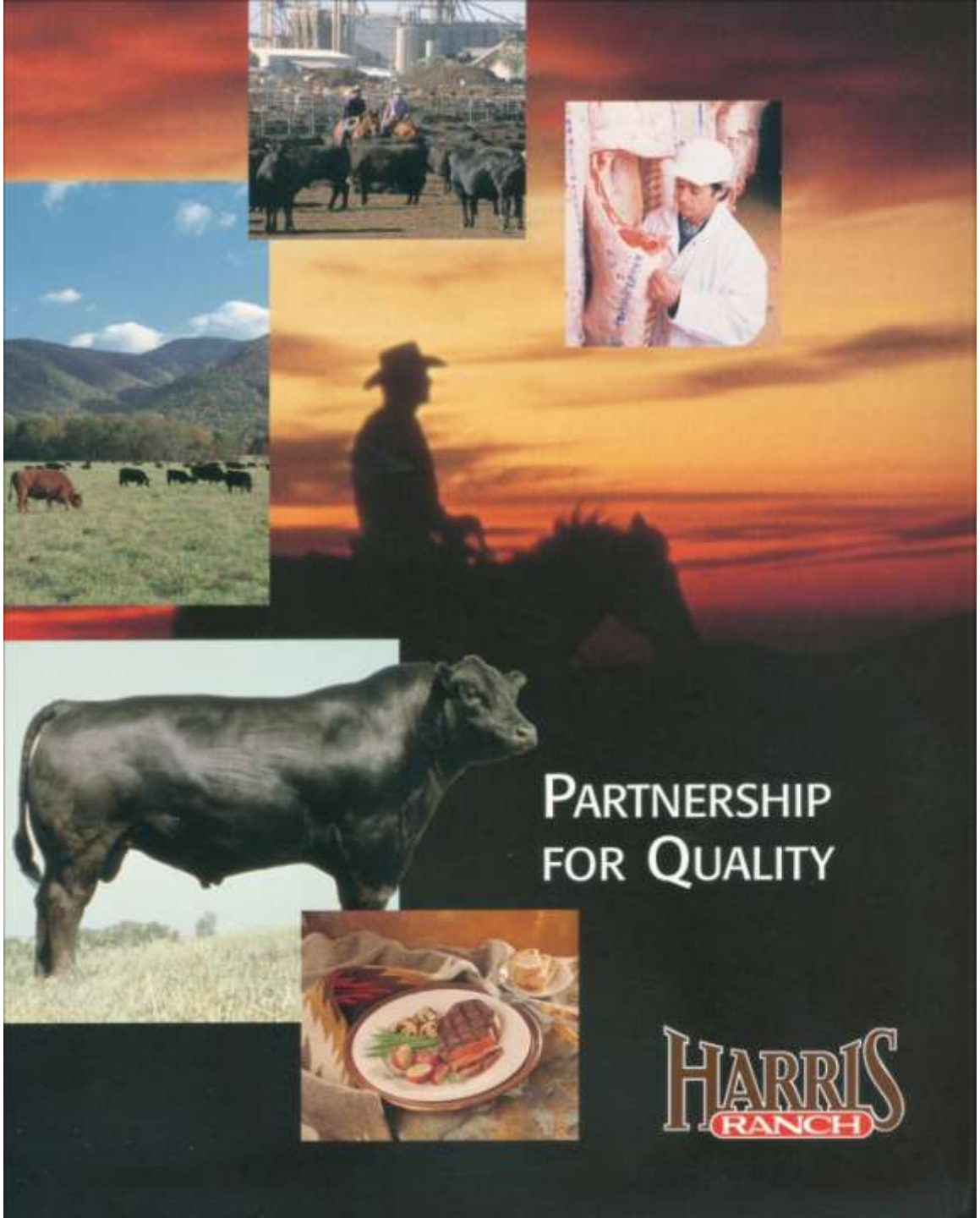
- Ranching on Private and Public Lands
- Mission Peak Grazing Program

COELHO
RANCHES

MISSION PEAK
REGIONAL PRESERVE

FSN 3854 – A. Starr
Loc #1


PARTNERSHIP
FOR QUALITY
HARRIS
RANCH

407

HEATH

HARRIS
RANCH
NATURAL BEEF

Partnership for Quality

part*ner*ship ***n.*** an association of persons who share risks and profits in a business or other joint venture.

qual*i*ty ***n.*** grade, degree of excellence, goods of the first quality. Standards and practices that improve the value of beef products to the consumer.

In the beef industry we brand cattle as a way to prove ownership. With this brand come very strong feelings of pride and loyalty. Cowboys of yesteryear used the phrase, "I ride for the brand." This simple statement spoke volumes about the pride, dedication and integrity that were the foundation of the beef industry. Today the brand is still an integral part of our industry, and we at Harris Ranch Feeding Company are proud to put our "brand" on every piece of meat we sell. Because just like you, Harris Ranch is proud to produce one of the highest quality foods in the world - beef.

For close to 50 years the Harris name has been associated with quality beef. As the largest feeder and processor in California, Harris Ranch must continually strive to be the best. Over 2,000 retail customers purchase our branded product, "Harris Ranch Beef," and they demand that we consistently provide a juicy, tender, flavorful piece of meat. This is why we have developed the Harris Ranch Partnership for Quality Program. Turning out excellent beef isn't a mystery, it just requires attention to all aspects of the chain from breeding to slaughter. It is essential to start out with high quality cattle, feed them with the finest of ingredients and carefully process and handle the meat until it reaches the consumer.

Partnership for Quality is designed to be the link between you, the progressive cow/calf producer, at the beginning of the chain and the consumer at the end. The two-fold program will provide producers with performance-tested bulls at affordable prices, with the ultimate goal of producing superior quality feeder calves. We will work in partnership with producers on bull selection, financing, information resources, herd data analysis and setting up baseline performance standards. Harris Ranch will then pay a premium for calves produced under this program when they are purchased by our feedlot. In addition, we will provide a performance incentive at the processing facility.

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