

# BC BEEF: BREEDING FOR SUCCESS

DID YOU KNOW?

BC RANCHING TAKES PLACE PRIMARILY IN THE INTERIOR WHERE RANCHERS  
FOCUS ON RAISING HIGH-QUALITY BEEF CATTLE

## COW-CALF OPERATIONS

Production of high-quality beef in BC begins the same way it did over a century ago with calves raised with their mother cows on lush pastures.

## ANIMAL CARE

BC producers work hard to care for their animals every day so calves grow into happy and healthy cattle. For most of their lives, cattle are free to roam and are fed a natural diet of green grass.



## BREEDING/REARING

BC beef genetics are some of the best in the world. BC ranchers focus on breeding and rearing 4 specific breeds, which are well-known for their ability to efficiently convert foraged grass into well-marbled, tender and flavourful beef.



OVER  
**4,000**  
CATTLE  
RANCHING  
FAMILIES  
LIVE IN BC



BC HAS  
**610,000**  
CATTLE AND  
CALVES



BC HAS  
**5%**  
OF THE TOTAL  
CANADIAN  
HERD





# BC BEEF: ENVIRONMENTAL SUSTAINABILITY

DID YOU KNOW?

BC RANCHERS AND FARMERS ARE CONSCIENTIOUS STEWARDS OF THE LAND  
BY ADOPTING PRACTICES THAT SUPPORT OUR ENVIRONMENT

## MOVING IS THRIVING

Ranchers continually move their cattle from pasture to pasture so the land can recover and thrive.

## WILDFIRE PREVENTION

Rotational grazing of cattle helps to reduce rapid spread of wildfires by reducing quickly burning forage.

## SUSTAINING THE SOIL

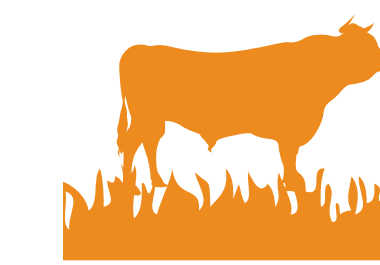
Cattle sustain the soil with increased organic matter and nutrients from manure.

## SUPPORTING WILDLIFE

Sustaining the soil allows healthy grass and plants to flower and bloom, providing a food source for wild bees and other pollinators.

## UPCYCLERS!

Cattle are upcyclers. They can take a food that grows naturally (grass), that we can't eat and turn it into one of nature's more nutrient dense foods. Now that's efficient processing!



BC RANCHERS  
HAVE ACCESS  
TO OVER  
**25** MILLION  
ACRES OF  
CROWN LAND  
FOR THEIR  
CATTLE



THAT'S MORE  
LAND THAN  
**25,000**  
STANLEY  
PARKS!



THE SOILS OF  
THAT VAST  
GRAZING  
LAND AREN'T  
SUSTAINABLE  
TO GROW  
CROPS OR  
VEGETABLES



# BC BEEF: FROM FARM TO TABLE

1

## RAISING BC BEEF

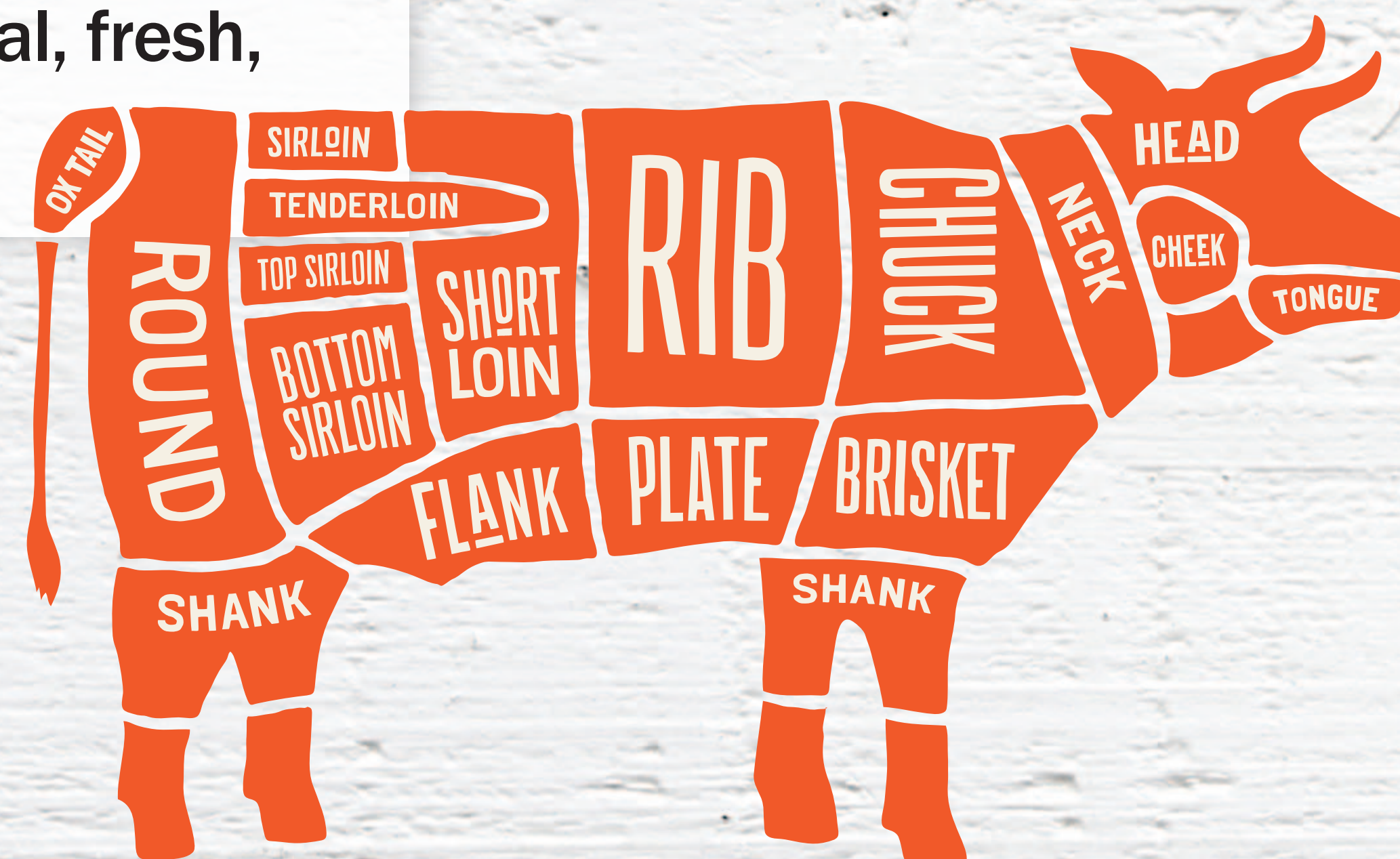
BC ranchers raise calves for 1-2 years on vast pastures before selling them as beef. Ranchers move cattle to a feed lot for 3-5 months where they receive the optimal amount of grain to produce beef products that meet consumer expectations.



2

## ADDING VALUE TO BEEF

BC processors can deliver value-added beef cuts and processed beef products to satisfy consumers' needs, including trimming, aging, forming and portioning either organic, halal, fresh, and frozen.



3

## TRANSPORTING BEEF

Distribution partners keep beef chilled during transit from the processing plant to retail markets and restaurants across BC.



4

## BRINGING BEEF TO YOUR TABLE

Understanding where our beef comes from requires reliable BC traceability programs.

The Canadian grading system and high food safety standards and protocols also guarantee we all have the highest quality beef eating experience.

