



FOR IMMEDIATE RELEASE

Colorado Boxed Beef and Canadian Beef Take the High Road with High River Angus

Calgary AB, September 9, 2010 - The Colorado Boxed Beef Company (CBBC) had a vision for their beef program – a unique program featuring high quality beef they could make their own that would appeal to the mid-range consumer. Meeting Canada’s Beef Information Centre’s (BIC) led to the creation and launch of “High River Angus”.

High River Angus is a quality grain-fed Angus beef branded program, selected from Canada AA beef (equivalent to USDA Select), well-aged and with rigid specifications to ensure a consistently outstanding eating experience. It falls into a mid-range price category; while there are a number of “high-end” branded Angus programs along with private label (in-house) programs High River Angus products fill the gap with exceptional quality and affordable Angus beef.

“CBBC identified a gap in the marketplace - that none of their competition offers an Angus beef retail brand for the mid-range consumer,” says Marty Carpenter, senior director U.S. market development for BIC. “Developing a program that meets this need and allows independent retailers to target this consumer is indicative of CBBC’s forward thinking and progressive approach.”

Colorado Boxed Beef is also keen to promote the fact that High River Angus is from Canada. They believe that Canada’s stringent grading standards, pristine environment, the food safety systems, and the care that Canadian beef producers take with their animals all come together to bring their customers an outstanding product. High River Angus is promoted as being a “rich, red color and no dark cutters, no yellow fat permitted” along with “traceability from the farm gate with Radio Identification Ear Tags (RFID)”. These attributes are all part of the Canadian beef advantage and are key selling factors in this program.

CBBC is a large volume meat distributor selling to retail and foodservice customers in the South-eastern United States, their brand High River Angus has launched and is now available across virtually all of the South-east (from Texas, to Tennessee, the Carolinas through Florida and states in between).

“We have had very positive feedback from our customers,” says John Saterbo, Senior Vice President, Sales and Marketing, CBBC. “They are impressed with the product, the quality Angus brand, and the fact that it is traceable to Canada also works with COOL regulations, a bonus for retailers.” Customer comments include:

Mike Ray, Ray’s Butcher Shop, Savannah Georgia

“The most quality beef that I have seen out on the market, every cut I buy is very consistent”

Johnny Sullivan, Nettles Sausage Company, Lake City Florida

“We have been buying High River Angus for over a month now and customers tell me that they are very pleased with the High River Steaks that they are buying.”

Colorado Boxed Beef’s Sales team has had much success in presenting High River Angus to their customers. Here is a quote from Mike Parrott, Sales Director, Atlanta Distribution Centre.

“The response we have received to our new High River Angus product has been quite impressive. Customers that have purchased it, continue to buy and to increase the variety with every order. Retailers can see the quality in our exclusive Canadian Angus product and so can their customers. Not surprisingly, repeat business is strong as High River Angus is a quality product - certainly a true value considering the lean trim and the product performance.”

“Colorado Boxed Beef were impressed with the quality and grading standards of Canadian beef from their first visit to Canada,” says Carpenter. “They are committed to providing the very best possible product for their customer and believe that their High River Angus program with the Canadian beef advantage will deliver.”

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For more information, visit www.highriverangus.net

The Beef Information Centre is the market development division of the Canadian Cattlemen’s Association, which represents Canada’s 83,000 beef producers.

www.canadianbeef.info

Contact:

Susan Evans sevans@beefinfo.org

604-321-7160