

At XL Foods, our reputation is built on consistently delivering excellence

- To every person we meet
- With every high quality food product we craft
- For every customer we serve

The Four Brand Promises/Pillars of XL Foods



OUR PEOPLE.

We hire great people.

We're experienced in all aspects of the meat and livestock industry.

We invest in our people at all levels of the organization.



OUR PRODUCTS.

We produce high quality, safe and wholesome beef to meet the demands of a global market.



OUR PERFORMANCE.

We invest in the future, building and maintaining state of the art facilities that compete on a global stage.



OUR PASSION.

We're committed to excellence.

We are passionate about doing the very best we can in everything we do.

We stake our reputation on it.

Canada's Beef Industry – A Cut Above in Quality, Safety and Consistency

Western Canada's abundance of fresh water, clean air and wide open spaces makes this the ideal environment to produce the world's finest cattle. Common breeds include Angus, Charolais, Hereford, Simmental and Limousin breeds which are feed finished on a rich diet of barley. The majority of Canadian beef that is exported is marketed to the United States.

UNSURPASSED FOOD SAFETY

Canadian plants are world-leaders in food safety using state of the art food safety intervention systems. The Canadian Food Inspection Agency (CFIA) works closely with the United States Department of Agriculture (USDA) to ensure that systems in both countries achieve the same level of protection against food safety hazards.

Canadian industry and government work closely to deliver a comprehensive range of food safety systems including:

- Animal Disease Surveillance System,
- Cattle Feed Safety System
- Chemical Residue Monitoring Program
- On-farm HACCP- based Quality Assurance Programs.

TRACEABLE AND VERIFIABLE

Canada is one of the only countries to have mandatory National Cattle Identification system that is enforced under the authority of federal law. Each animal must have an ear tag approved by the Canadian Cattle Identification Agency when leaving its original herd.

Our mandatory system utilizes radio frequency identification (RFID) ear tags and an Internet database to enable rapid and accurate animal identification.

CANADA'S QUALITY GRADES

Canada's commitment to quality is of paramount importance and is the reason Canada has established North America's most stringent grading standards for beef.

Canada's quality grades for beef are Canada Prime, Canada AAA, Canada AA and Canada A.

Attributes evaluated include:

- maturity
- meat colour
- fat colour
- carcass muscling
- fat coverage and texture
- meat texture
- marbling level based on USDA marbling scores

To qualify for the Canada Prime, AAA, AA, and A grades each quality standard must be satisfied and any deficiency cannot be offset by other traits which can occur in other grading systems such as the one used in the United States.

FOR MORE INFORMATION:

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