



BIG ENOUGH TO SUPPLY,
small enough to service



OUR BUSINESS IS BUILT ON TRUST and a firm handshake

Like countless success stories, XL Foods started with a dream when cattlemen came to western Canada to raise quality beef cattle on the prairies and the foothills of the Rocky Mountains. Cattle could feed on the lush, native grasslands and drink water supplied by wells, creeks, rivers and streams.

Maybe what makes XL Foods a little different from other companies is that we haven't forgotten where we came from. Our business was built on trust, when all it took to close a business deal was a look in the eye and a firm handshake. Of course times are more complex these days but the same principle applies – our word is our commitment.

That commitment starts with our people. We are committed to providing the safest of work environments. Processing beef is hard work and it requires a lot of people working together.

All of our employees are trained, dedicated and passionate about producing the very best meat product possible.

THE CANADIAN BEEF ADVANTAGE

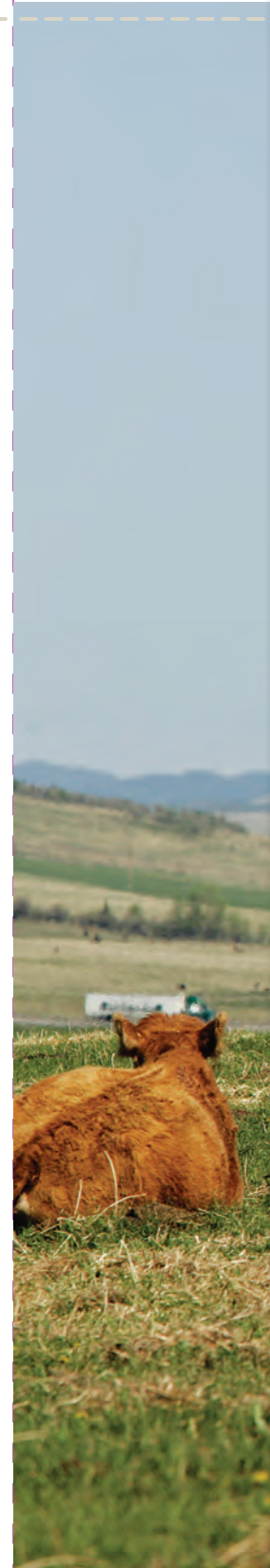
Canadian beef is recognized for its outstanding flavour and tenderness. To produce world-class beef, you start with the finest beef cattle. Thanks to western Canada's fresh water, clean air and wide open spaces, we have the ideal environment to do just that. Canada's cool climate allows for a greater selection of cattle breeds which can result in potentially increased carcass quality.

Canada is also one of the world's largest grain producers. High-quality feed grains contribute to well-marbled, flavourful and tender meat with firm, white-colored fat which makes Canadian beef the choice of customers around the world. And our Canadian cattle producers are committed to sustainable land use and the humane treatment of animals, demonstrating leadership in animal health.

CONSISTENT QUALITY, EVERY STEP OF THE WAY

XL Foods is owned by Nilsson Brothers Inc., a Canadian-owned company with a network of livestock-based businesses including auction marts, feedlots and cow-calf ranches throughout western Canada. That's something that distinguishes us from other beef processors. As well, we operate one of Canada's largest procurement teams, sourcing cattle from a diverse mix of high quality operations.

Our commitment to safety and quality also begins on the farm with Canada's mandatory national cattle identification system. Each animal must have a radio frequency identification ear tag approved by the Canadian Cattle Identification Agency when leaving its original herd. And like all Canadian processing plants, XL Foods rigorously follows state of the art food safety systems for all its meat production. These systems are based on the Hazard Analysis and Critical Control Point (HACCP) model, mandatory for all federally inspected meat plants.

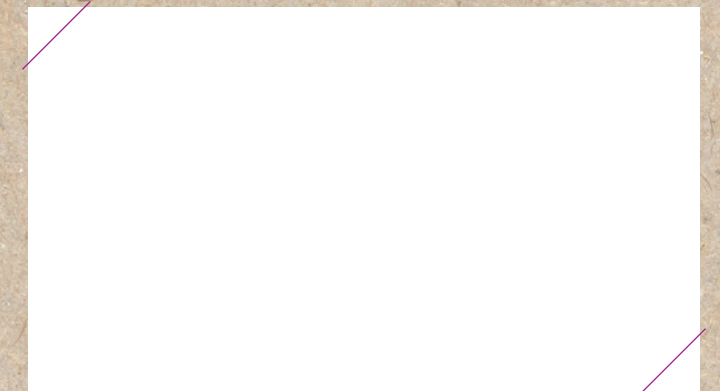


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At XL Foods, our reputation is built on consistently delivering excellence

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



Our business is built on four pillars:

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.



FOR MORE INFORMATION:

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