



WHAT GOES INTO A BLACK CANYON BURGER?

CARE



AT THE FARM

FAMILY

It starts with ranch families who are committed to raising healthy beef cattle. The beef business is generations deep in best practices. Cattle receive clean water, nutritious diets, ample space in a clean environment and vet care when needed. Low stress handling techniques are the norm.

AT HOME

COOK'S TIPS

DON'T PRESS

Don't press or flatten burgers during cooking as flavorful juices can escape resulting in dry burgers.

BE GENTLE

The secret to juicy, flavorful burgers is gentle handling. Overmixing results in a firm compact texture after cooking.



JUICY BURGERS

For juicy, flavorful burgers, start with Black Canyon ground beef, chuck or sirloin.



ZONE DEFENSE

Black Canyon® uses a proprietary 4-part Biologic® Food Safety System - delivering safe, high quality ground beef. Our plants are divided into 6 zones with food safety measures tailored to the unique challenges of each area. Ground Beef is in zone 6, the highest level of food safety measures.

CLEAN AND COLD

- ✓ Tables and floors are sanitized throughout the day and the entire plant is cleaned everyday.
- ✓ Our cold climate zone is monitored carefully to ensure safe, fresh, high-quality beef goes out the door.
- ✓ Our trucking company continues to keep the cold chain through delivery.



35°F

FOOD SAFETY

This same level of care continues at the Black Canyon plant. **USDA inspectors** conduct live inspections of cattle prior to their entering the plant. USDA inspections continue inside the plant during harvest.

GRINDING

100% Ground Beef, No Additives, Product of USA

Our system is a closed loop using in-house traditional trimmings from cutting steaks and roasts.

NO cow trimmings from outside vendors are used.

AT THE PLANT

QUALITY CONTROL

We use a system to test leanness of all our ground beef, not just a small sample. We guarantee that when you purchase 85% lean/15% fat ground beef it is 85% lean or higher. Our system also eliminates the need to regrind, resulting in better quality ground beef.

CONVENIENT PACKAGING

We offer a variety of leak-proof, freezer-ready ground beef choices packaged in a clean environment.



DID YOU KNOW?

- It is normal for vacuum-packaged beef to appear purplish in color. When you open the package, beef is exposed to oxygen and turns bright cherry red color.
- Store wrapped ground beef often has a two-toned color - red on the outside and purplish on the inside - from oxygen only reaching the exterior.