



## *Alberta Elk Ranchers' Commitment to Excellence*

We are committed to nurturing and protecting domestic elk, the land and the communities in which we live; and to producing unique products that enhance the lives of people and animals.

**COMMITMENT** – We are committed to our animals; to understanding their needs, braving the elements to care for them and protecting the environment while providing for our family.

**VISION** – We see the potential of marginal land, the beauty of majestic elk thriving in harsh Alberta conditions and the benefits our products bring to the world.

**CORE VALUES** – We are independent people who believe in the same core values our fellow Albertans treasure:

- **We welcome diversity**
- **We see challenges as opportunities**
- **We are committed to do the right thing for Alberta's future**

*Real People. Real Pride.*

