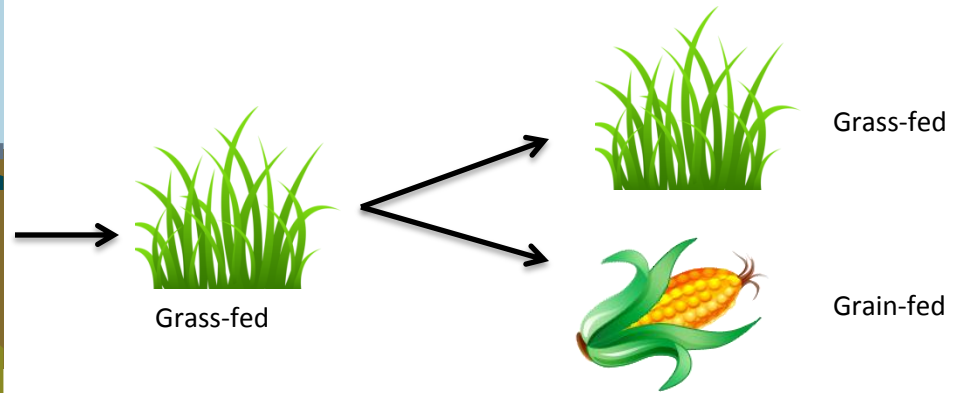


## ALL BEEF IS:

<p><b>Grass fed</b> All cattle spend a majority of their lives eating grass on pastures</p>	<p><b>Natural</b> Most beef does not contain any additives and is not more than minimally processed</p>	<p><b>Nutritious</b> Beef is a powerful protein and an excellent or good source of 10 essential nutrients</p>	<p><b>Safe</b> Vigilance on farms, Rigorous safety inspections and strict government guidelines ensure the highest level of safety</p>
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## Beef can be:

### Grain-finished

- Cattle spend most of their lives grazing on pasture then spend 4-6 months in a feedyard
- Fed scientifically and healthy balanced diet of grains, such as corn, wheat or soybeans
- May judiciously be given FDA-approved antibiotics or growth promoting hormones
- May be given vitamin and mineral supplements
- Have continuous access to clean water and room to grow and roam

### Grass-finished

- Cattle spend their entire lives grazing on pasture
- May judiciously be given FDA-approved antibiotics or growth promoting hormones
- May be given vitamin and mineral supplements
- Can be difficult to produce in North America due to changing seasons and weather conditions

### Naturally raised

- Cattle can be grain-finished or grass-finished—look at the label for detail
- Have never received antibiotics or growth promoting hormones
- May be given vitamin and mineral supplements
- Must be certified by USDA's Agricultural Marketing Service

### Certified Organic

- Cattle can be grain-finished or grass-finished, as long as the feed is 100% organic
- Have never received antibiotics or growth promoting hormones
- May be given vitamin and mineral supplements
- Must be certified by USDA's Agricultural Marketing Services
- Look for the official label