### ALL BEEF IS:

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

### Beef can be:

<table>
<thead>
<tr>
<th>Grain-finished</th>
<th>Grass-finished</th>
<th>Naturally raised</th>
<th>Certified Organic</th>
</tr>
</thead>
</table>
| - 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 | - 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 | - 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 | - 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 |