

Pasture to Fork Salad-Bar Beef Bundles

The Eighth

A 40 lb. Bundle of convenient, prepackaged gourmet grass-fed beef

- 20 lb. ground beef – 1 lb. packs
- 2 lbs. stew cubes – 1 lb.
- 2 lbs. chip steak – 1 lb.
- 4 pks. hamburger patties – 20 oz. each.
- 1 - T-bone steaks – 12 oz.
- 1 – flat iron steak – 12 oz. pack
- 2 - summer sausage – 20 oz. each
- 1 - Delmonica steaks – 12 oz.
- 1 – Petite Tender steak – 12 oz.
- 1 – boneless chuck roast – 2 lbs.
- 1 – round roast – 2 lbs.
- 1 – package snack sticks – 8 oz.
- 1 – beef shank (soup) 16 oz.

ALL FOR ONLY \$449.00



Why Grass-fed Beef vs. grain-fed (supermarket) Beef?

Because it tastes good and is good for you. With our experience, we believe the reputation of grass-fed beef being tough or gamey is a result of poor production practices and/or the wrong beef genetics. With our experience, we know that the combination of good grass-based beef genetics, well-mineralized grasses kept in optimal growth via managed grazing, low-stress cattle handling techniques, and harvesting at the optimum stage will result in succulent, tender beef that makes for a gourmet dining experience.

We also believe locally produced beef raised on well-managed grassland is the only viable solution to the rising concerns for human health, ecological damage, and animal welfare that increasingly plague status quo beef production—concerns that stem from the industrialization of beef production via animal confinement in feedlots and the practice of feeding concentrated grains for maximum short term weight gain (and monetary gain).

What's more, today's status quo beef production is centered not only around concentrated feeds, but also genetically modified crops—corn and soybeans. There are a growing number of people who are very concerned about the use of genetically modified annual crops for food animals. Annual crop production requires a tremendous amount of water and fossil fuel—and damages the ecosystem. In the US, fertile topsoil is being swept and washed away 10 times faster than it is being replenished.

More and more people are also concerned about the misuse of antibiotics in beef production, as well as the noticeable increase in antibiotic resistance. Antibiotic resistance has become one of the biggest health challenges. Every year in the US alone, at least two million people get an antibiotic-resistant infection – and at least 23,000 die.

The beauty of raising beef on pasture is that cattle are inherently healthy in their natural habitat, which eliminates the need of genetically modified concentrated feeds, antibiotics, or synthetic hormones. In a well-managed pastoral system, the grass and cattle complement one another, and causing the evils of environmental damage, cruelty to animals, and unhealthy food to literally disappear. The lack of guilt in grass-fed beef provides not only a food you can feel good about, but offers a delightfully memorable eating experience as well.



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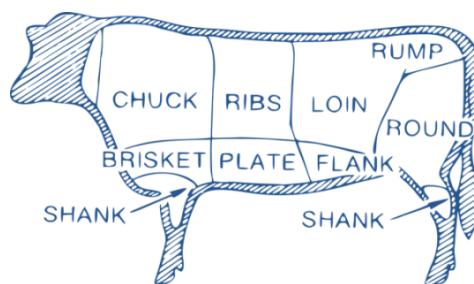
Pasture to Fork Salad-Bar Beef Bundles

The Quarter

An 80 lb. Bundle of convenient, prepackaged gourmet grass-fed beef

- 40 lbs. Ground beef – 1 lb. packs
- 6 packs hamburger patties – 20 oz. each
- 5 packs stew cubes – 1 lb. each
- 5 packs chip steak – 1 lb. each
- 2 - T-bone steaks – 12 oz. each
- 2 – petite tender steaks – 12 oz. each
- 1 - NY strip steak – 8 oz.
- 1 – flat iron steak – 12 oz.
- 1 - sirloin steak – 12 oz.
- 2 - Delmonico steaks – 12 oz. each
- 2 - summer sausage – 20 oz. each
- 2 – beef snack sticks – 8 oz. each.
- 1 - filet mignon – 8 oz.
- 1 - brisket roast – 2 lbs.
- 1 - chuck roast – 2 lbs.
- 2 - round roasts – 2 lbs. each
- 1 - sirloin tip roast – 2 lbs.
- 2 – beef shanks (soup) 16 oz. each

ALL FOR ONLY \$889.00



The Grass-Fed Fallacy

I know what you're thinking.

"You guys SELL grass-fed beef, and now you're calling it a fallacy!? What's going on here?"

Hear me out — I'll make my point soon. But first, let me clear up some of the confusion the title has probably already caused.

Cows are indeed supposed to eat grass — and not the genetically modified corn/soy/grain mixture they're given in feed lots. Grass-fed beef contains 2-5 times more omega-3s and 2-3 times more Conjugated Linoleic Acid (a polyunsaturated fat that's high in antioxidants and protects against heart disease, diabetes, and cancer).

In addition, the extraordinarily higher antioxidant, vitamin, and mineral content of grass-fed beef compared to grain-fed beef is nothing to scoff at.

Almost all cows raised in the U.S. were grass-fed at some point, but only a small percentage of the beef produced in the U.S. is actually grass-finished. The overwhelming majority of cows that were once grazed on pasture are sent to a feedlot to be fattened up with grains and synthetic growth hormones for the last portion of their short lives.

Companies who label their meat as grass-fed should know this, as the USDA standard for grass-fed beef demands that "grass and forage shall be the feed source consumed for the lifetime of the ruminant animal."

While the "lifetime" part of the standard is good, there's another part of this sentence that deserves a closer look — "and forage."

Although forage (hay) is technically grass, it's grass that's been cut, dried, and stored for an indefinite period of time before being used as cattle feed. Some would argue that grass and forage are one and the same, but that just isn't the case. Imagine if (instead of consuming fresh, whole vegetables) you only ate veggies in a dried-up powder form for the duration of your life. Do you think you'd be as healthy? By no means! Forage is definitely a step up from grain, but it can't compete with a natural diet of fresh grass.

And since forage-fed cows aren't required to consume a single blade of fresh grass for their entire lives, they're often kept in feedlot-like conditions — not exactly what consumers picture when they think of "grass-fed" cows.

So why the confusing title? **Because grass-fed beef isn't always exclusively grass-fed!**



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