

# Nature Gives. We Accept.™

This simple statement defines our commitment to raising cattle in a compassionate and natural manner – free to roam on open pastures, never administered antibiotics or hormones, while receiving a nature-intended diet. All our cattle are raised by America's great independent family farmers.

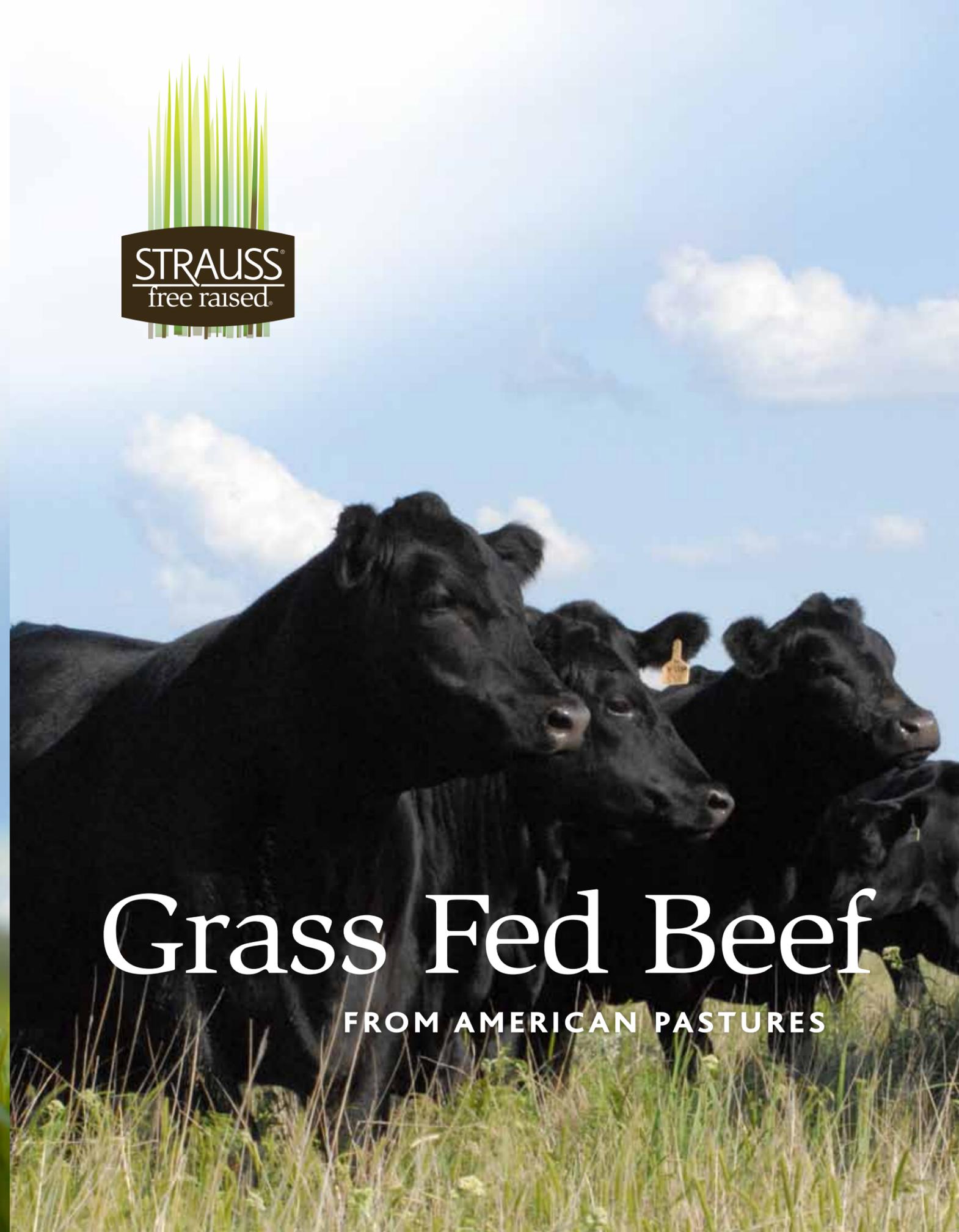
For more information, including recipes and raising videos, visit [freeraised.com](http://freeraised.com).  
Or contact a member of our sales team at 800-562-7775.

STRAUSS®  
free raised®



# Grass Fed Beef

FROM AMERICAN PASTURES



## Why Grass Fed?

For hundreds of years, cattle were naturally raised on 100% grass. After World War II, chemical fertilizers were mass-produced and readily available to farmers. Row crop yields skyrocketed, and for the first time in history, farmers could afford to feed grain to cattle. Soon, the time-honored tradition of 100% grass fed and grass finished beef was lost.

## Why Should You Care?

There is a growing awareness of the long-term impact our everyday choices make. Conscientious consumers are searching for high quality, great-tasting, grass fed American beef, from a name they can trust.

Grow new sales and margin from your menu or retail case today with Strauss Free Raised® Grass Fed American Beef. To fit your needs, we proudly offer a full line of products, ranging from expertly hand-cut portions to case-ready packaging.

## Good for You –

- Grass fed and grass finished beef has been shown to be lower in total fat, calories and cholesterol than grain finished beef.
- Grass fed and grass finished beef has shown to have 2-3 times more CLAs than grain finished beef, and is higher in Omega 3s, and Vitamin E - which protects against heart disease and cancer.

## Good for the Cattle –

- Pasture raising, along with an all-forage diet, develops strong immune systems, eliminating the need for antibiotics.
- Heritage-bred cattle are ideal for grass finishing, eliminating the need for growth hormones.

## Good for the Earth –

Properly grazed pastures dramatically reduce fossil fuel usage associated with row crop production, eliminate greenhouse gases from the atmosphere more efficiently than forested land and protect water quality by reducing topsoil run-off.

# Authentic, Natural, Delicious

Our Free Raised® grass fed beef farmers are passionate about the grass they grow and the land they preserve. They take pride in their craft and follow nature's way. Their sustainably grazed pastures produce a smorgasbord of indigenous and sown grasses, ensuring our heritage-bred cattle enjoy a year-round, all-forage diet that is rich in nutrients and energy. This allows us to raise our cattle naturally, free of antibiotics and growth hormones.

## The Free Raised® Difference

Our propriety, all natural raising methods were created to “go beyond” organic. Our beef is consistently tender and delicious because our farmers are experts in the art of grass finishing. They graze their cattle slowly and patiently, to produce authentic, great tasting grass fed beef you and your family will love.

## All Natural Free Raised® Beef

- 100% grass fed and grass finished
- Raised on open pastures; never raised in feedlots
- Never administered antibiotics or growth hormones
- Agriculturally sustainable and environmentally friendly
- Born and raised in the USA by family farmers

