



# PASTURE-RAISED & GRAIN-FORTIFIED BEEF

For those who prefer the flavor of grain-fed beef but know that grass-fed beef is kinder to the animals and gentler on the environment, it's no longer an either/or choice. We think pasture-raised, grain-fortified Irish Nature beef is the most sustainable, humane, grain-fed beef you can buy.

## FEEDLOT FREE

- No stressful fattening in crowded feedlots.
- No junk food in the diet.
- Well-treated animals yield better tasting meat

## NATURAL FEEDING CYCLE FOLLOWS THE SEASONS

- Ireland's temperate climate allows free-range grazing on abundant grasslands 8-10 months of the year.
- Sheltered in barns during 2-4 months of inclement weather, the animals consume grain & dry grass.
- Grain supplements their diet year-round.
- No sub-therapeutic antibiotics or growth promotants.
- Added hormones are illegal in Ireland.

## GRASS & GRAIN MIX INCREASES MARBLING & FLAVOR

- Outdoors: almost 100% grass (up to 5% grain)
- Indoors: approximately 20% grains; 80% grass silage.
- Diverse grain-feeding regimen typically includes barley, soy, corn, molasses & minerals.
- Complexity of feed produces complexity of flavor

## RAISED ON SMALL FARMS ACROSS IRELAND

- 28,000 beef farms, largely family owned & operated.
- Average farm size: 80 acres (varies geographically)
- Average herd size: 60 (varies geographically)
- 1.3 acres per cattle (58,000 square feet)



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