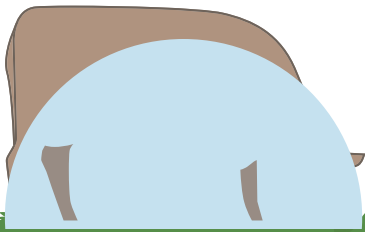


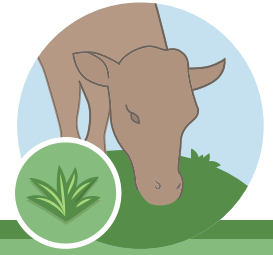
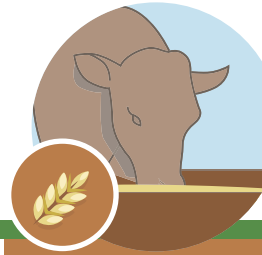
GRASS-FINISHED OR GRAIN-FINISHED BEEF?



There are nearly over one million beef farmers and ranchers throughout the United States. They often use the diverse local resources available to produce nutritious, safe and delicious beef. That means there are a variety of beef choices including grain-finished.



All cattle spend the majority of their lives eating grass on pastures.



DID YOU KNOW?



Monounsaturated fat, the type of fat found in avocado and olive oil, makes up about half of all fat found in beef.



Not all grass-finished beef is organic. In order to be organic, the beef product must meet the U.S. Department of Agriculture's National Organic Program regulations, including the requirement that the animal grazes exclusively on certified organic pastures.



Grain-finished beef actually has a lower carbon footprint than grass-finished beef. Cattle fed grain produce less methane and reach market weight more quickly, thus using fewer natural resources.



A grain-finished ration may include a variety of local feedstuffs, for example other industries' by-products like distillers grains and orange peels.

NUTRIENTS

Per 100g of beef, approximately 3.5oz

Protein

A powerful nutrient that helps strengthen and sustain the body

Zinc

An important nutrient that helps maintain a healthy immune system

Iron

An essential nutrient that helps your body transport and use oxygen to power through the day

Total Fat

Saturated Fat

Aim for less than 10% of total caloric intake.

Stearic Acid

About 1/3 of beef's saturated fat is stearic acid, a fatty acid found in chocolate, that research shows does not raise cholesterol levels.

Monounsaturated Fat

The type of fat found in avocado and olive oil

Polyunsaturated Fat

Omega-3
Found in flax seed, some nuts, salmon and other fatty fish
Omega-6
Found in vegetable oils and some nuts and seeds.

GRAIN-FINISHED



Saturated Fat (Minus Stearic Acid) 1.3g

Stearic Acid 0.6g

Monounsaturated Fat 1.9g

Polyunsaturated Fat 0.2g

Omega-3 0.02g

Omega-6 0.13g

GRASS-FINISHED



Saturated Fat (Minus Stearic Acid) 0.7g

Stearic Acid 0.4g

Monounsaturated Fat 0.9g

Polyunsaturated Fat 0.1g

Omega-3 0.05g

Omega-6 0.06g

WHAT DOES IT MEAN?

Choose from today's variety of nutritious and delicious beef options based on your own personal preferences.

Beef contributes 10% or less of saturated fat and total fat to the American diet.

Lean beef— whether it's grass-finished or grain-finished —can be part of a heart-healthy diet.

All beef options are a natural source of more than 10 essential nutrients including protein, zinc and iron.

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