

## PREMIER AMERICAN GRASS - FED BEEF™

Increasingly, people are thinking about what they are eating and how it is produced. For beef cattle, grass is the most natural feed available. Our Grass-Fed Beef comes from cattle that roam their entire lives on open midwestern pastureland eating only a diet of fresh grasses and plants.

### THE RANCHES

Ranchers who raise these cattle take great care to manage their land and make a full commitment to sustainable farming practices. Pasture rotation programs allow for a 30-45 day rest period between grazing. This traditional method of grazing mimics how buffalo grazed in North America for centuries.

### THE ANIMALS

Our Animals are treated humanely, raised in low-stress environments and never subjected to hormones, steroids, or antibiotics for any reason. Our beef cattle are never fed animal by-products or grain-based feeds and graze on pastures that have been free of synthetic fertilizers, herbicides and pesticides for a minimum of three years.



# PREMIER PROTEINS

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## OUR ANIMALS EAT RIGHT SO YOU CAN, TOO!

Fresh beef, regardless of feeding regimen, is nutrient dense and regarded as an important source of essential amino acids, Vitamin A, B6, B12, D, E and minerals, including iron, zinc and selenium. However, grass-fed beef has additional health benefits such as; lower calories, fat and cholesterol than grain-fed beef.

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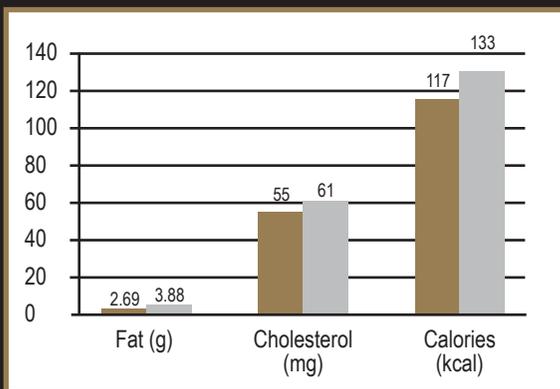
PREMIER AMERICAN  
GRASS-FED BEEF™



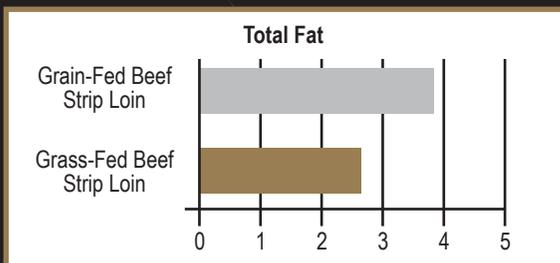
### 1. Lower in Fat and Calories

Based on 100g Raw Separable Lean Only, Handbook 8	Grass-Fed Beef Strip Loin	Grain-Fed Beef Strip Loin
Total Fat	2.69g	3.88g
Total Cholesterol	55mg	61mg
Calories	117kcal	133kcal

USDA National Nutrient Database for Standard Reference, Release 23 (2010)

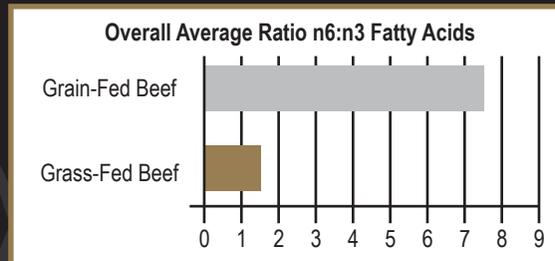


USDA National Nutrient Database for Standard Reference, Release 23 (2010)



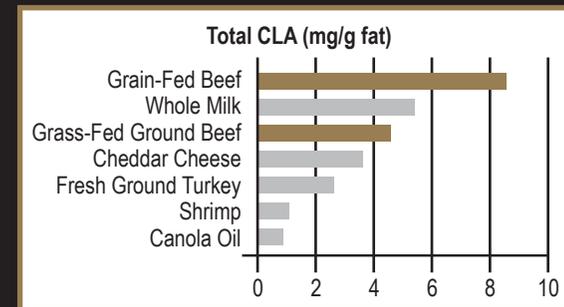
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2. Richer in omega-3 fatty acids (the healthy fat found in salmon) that results in a more favorable omega-6 to omega-3 ratio. A healthy diet should consist of roughly one to four times more omega-6 fatty acids than omega-3 fatty acids. The typical American diet tends to contain 11 to 30 times more omega-6 fatty acids than omega-3, a statistic that has been considered as a significant factor in the rising rate of inflammatory disorders in the United States. Research shows that grass-fed beef has a significantly lower ratio than grain-fed beef.



Daley et al. Nutrition Journal 2010, 9:10

3. Excellent source of CLA (conjugated linoleic acid). CLA is a naturally occurring fat that is commonly found in beef, lamb, and dairy products and has been shown to potentially fight cancer, reduce inflammation, and improve body composition.



Concentrations of CLA in Uncooked Foods [adapted from Chin et al. (17) & Daley et al. Nutrition Journal 2010, 9:10]

### 4. Higher in Vitamin A

Grass-fed beef supplies two times the beta-carotene of grain-fed beef. A typical 3 oz. serving would provide 10% of the recommended dietary allowance (RDA) for Vitamin A for women as compared to 5% supplied by grain-fed beef (National Institute of Health Clinical Center, 2002). When it comes to nutrition, grass-fed beef truly is a completely different animal.

### Cooking Instructions

One real difference is that you'll need to get used to cooking your meat at lower temperatures. Where grain-fed beef cooking is all about using high heat to break down fat, grass-fed beef cooking depends on lower temperatures to gently coax the flavor out of the meat. And even better, it's good for you!