

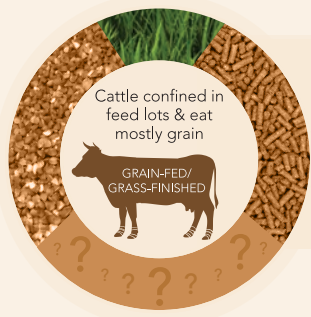
Raising grass-fed cattle comes natural to us.

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The way nature intended.

Until about 50 years ago, before factory farming, feedlots and grain-feeding, ranchers were committed to raising livestock in a more natural, healthy and humane way.

If you ask us, that's still the way it should be. At Chisholm Trail Grass-fed Beef, our local, family-owned ranches raise heritage breed Texas Longhorns the same way – **roaming free, grazing on 100% grass, without artificial hormones or unnecessary antibiotics.** It all adds up to the healthiest, leanest beef you can find. Naturally!



- > Greasy, not juicy
- > "Fattened up" on a variety of grain or corn by-products
- > Regular consumption not recommended as part of a healthy diet
- > Higher cholesterol

- > Leaner and juicier, thanks to higher moisture content
- > Rich in omega-3 fatty acids, vitamin B6 & beta-carotene
- > As little as 74 calories per serving
- > Lower cholesterol

Source: Covance Labs



CHISHOLM
GRASS-FED BEEF
TRAIL



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TRAIL



**Better nutrition,
any way you slice it.**

Juicy, never greasy.

Better beef, better health.

With Chisholm Trail, you get beef that's leaner than regular beef, pork and even most cuts of chicken and turkey.

Also, Chisholm Trail has up to **430% more healthy Omega 3 acids than regular, grain-fed beef**, more vitamin B6 than 6.5 cups of raw spinach and high levels of protein, iron, zinc, phosphorus, niacin, riboflavin and vitamin B12.

The simple fact is, with Chisholm Trail, you get a leaner, healthier cut of meat from a source you can trust.

There's a secret to the great taste of Chisholm Trail Grass-fed Beef. *Juiciness.*

In fact, our super-lean beef has a higher moisture content than any other beef you can find. That's what gives our beef superior flavor without all the fat.

We promise – once you taste a juicy steak or burger from Chisholm Trail, you'll see why some things just shouldn't be messed with.

Cooking grass-fed beef is simple. Here's how to get tender, juicy meat every time:

1. Grass-fed beef cooks 30% faster than regular beef. *Be careful not to overcook it.*
2. Use a meat thermometer to monitor doneness. Ground beef should have an internal temperature of 160° F.
3. Add a light coat of olive oil to the surface of the meat. This will encourage faster searing without overcooking.

Compare these numbers to regular, grain-fed beef (or even pork, chicken and turkey) and you'll see why we call our grass-fed beef the new health food.

GRASS-FED BEEF CUTS (Based on 3.5 oz serving)	CALORIES (kcal)	PROTEIN (grams)	FAT (grams)	CHOLEST. (mg)
Ground Beef	111	18	4	52
Stew Meat	76	18	0.5	35
Chuck Roast	74	16	1.2	48
Rump Roast	86	19	1.1	49
Arm Roast	76	17	0.8	49
Beef Cutlet	86	19	1	49
Bratwurst (Regular)	98	19	2	51
Bratwurst (Jalapeno)	111	22	2	67
Summer Sausage (Reg.)	97	20	1.5	59
Summer Sausage (Jal.)	96	20	1.5	56
NY Strip	82	19	0.6	48
Sirloin	141	18	7.9	48
Rib-eye	113	18	4.5	54
Filet (Bacon-wrapped)	174	15	12.5	50

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For more handy cooking tips, go to:
www.eathealthybeef.org/healthy-beef-recipes