

More than one million beef farmers and ranchers raise cattle in every state in the country. They use the diverse resources available in their local areas to produce nutritious, safe and delicious beef. For consumers, that means there are

a variety of beef choices such as grain-finished, grass-finished, natural and certified organic beef. From the pasture to the plate, the entire food chain works together to ensure high-quality and healthy beef for Americans.

All beef is:

Grass-Fed

All cattle spend a majority of their lives eating grass on pastures

Natural

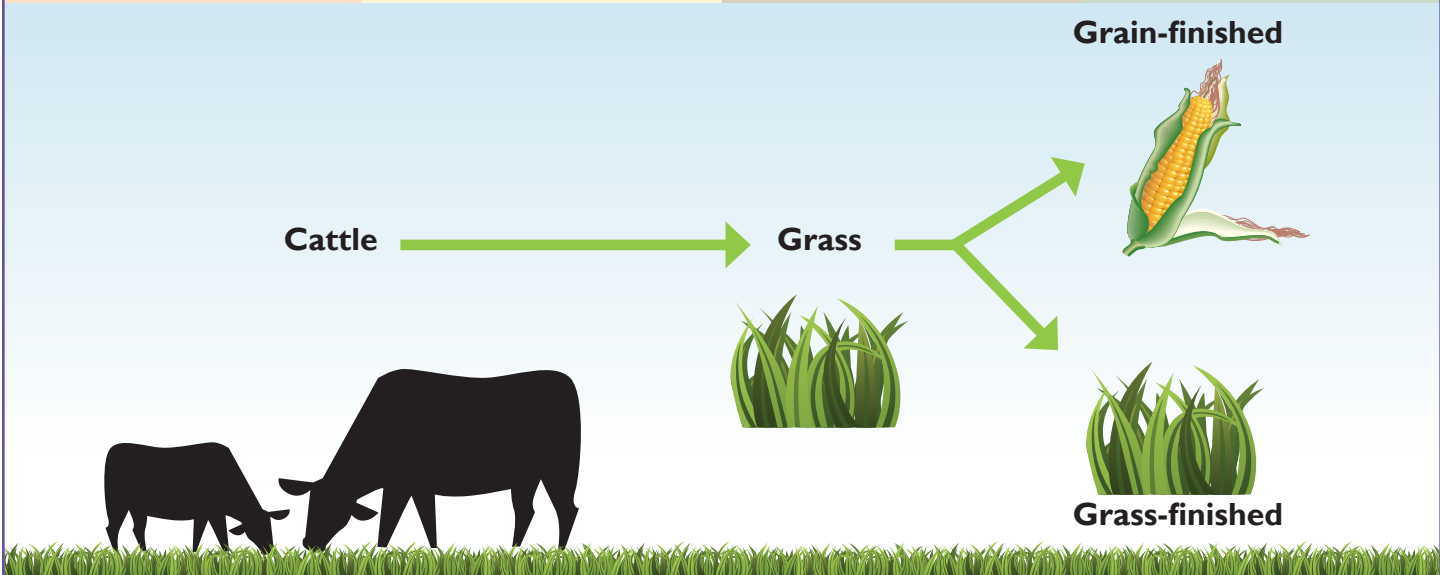
Most beef does not contain any additives and is not more than minimally processed^{1,2}

Nutritious

Beef is a powerful protein and an excellent or good source of 10 essential nutrients

Safe

Vigilance on farms, rigorous safety inspections and strict government guidelines ensure the highest level of safety



Beef can be:

Grain-finished

- Cattle spend most of their lives grazing on pasture, then spend 4 – 6 months in a feedlot
- Fed scientifically and healthy balanced diet of grains, such as corn, wheat or soybeans
- May judiciously be given FDA-approved antibiotics or growth promoting hormones
- May be given vitamin and mineral supplements
- Have continuous access to clean water and room to grow and roam



Grass-finished

- Cattle spend their entire lives grazing on pasture
- May judiciously be given FDA-approved antibiotics or growth promoting hormones
- May be given vitamin and mineral supplements
- Can be difficult to produce year-round in North America due to changing seasons and weather conditions



Naturally raised

- Cattle can be grain-finished or grass-finished—look at the label for details
- Have never received antibiotics or growth promoting hormones
- May be given vitamin and mineral supplements
- Must be certified by USDA's Agricultural Marketing Service³



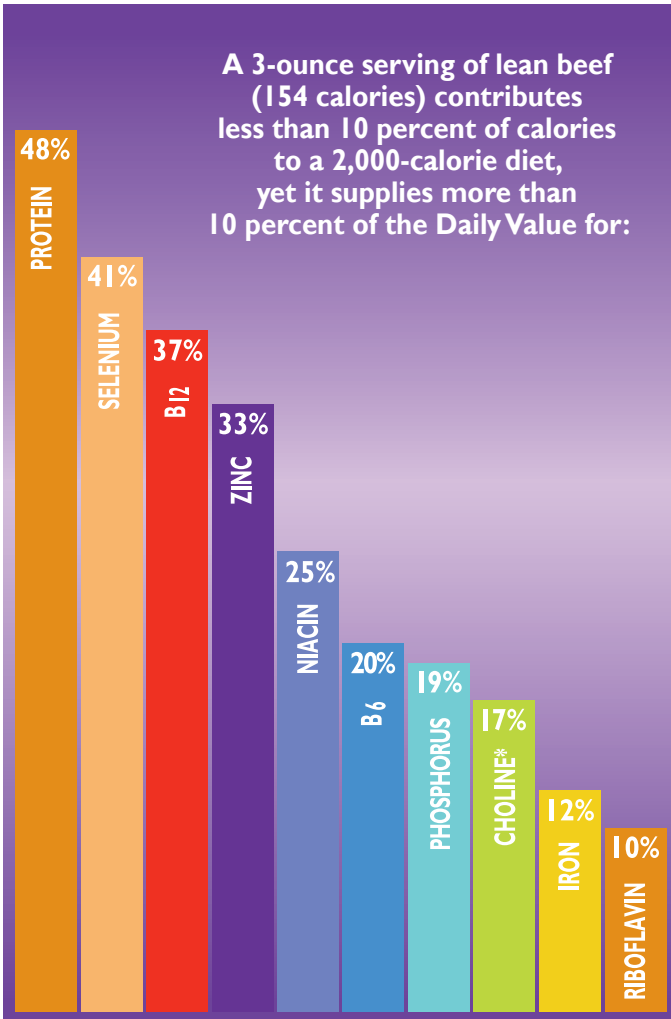
Certified organic

- Cattle can be grain-finished or grass-finished, as long as the feed is 100% organic
- Have never received antibiotics or growth promoting hormones
- May be given vitamin and mineral supplements
- Must be certified by USDA's Agricultural Marketing Service⁴
- Look for the official label



Nutrient-rich beef

All choices of beef are excellent or good sources of 10 essential nutrients and there are 29 cuts of beef that meet government guidelines for lean.



U.S. Department of Agriculture, Agricultural Research Service, 2009. USDA Nutrient Database for Standard Reference, Release 22. Nutrient Data Laboratory home page www.nal.usda.gov/fnic/foodcomp

*A 3-ounce serving of lean beef provides approximately 17% of the highest adequate intake for choline (550mg).

Dietary Reference Intakes, Institute of Medicine of the National Academies, National Academies Press, Washington, DC, 2006.

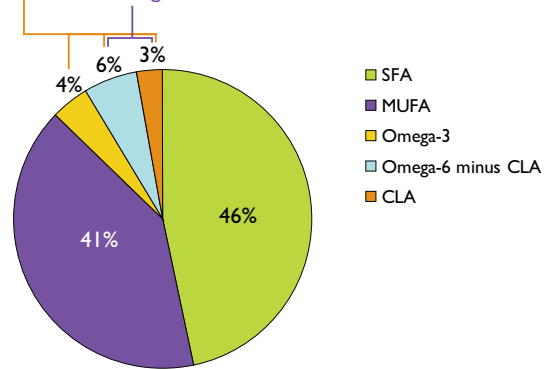
Guidance for Industry, A Food Labeling Guide. U.S. Department of Health and Human Services, Food and Drug Administration, Center for Food Safety and Applied Nutrition, April 2008. <http://www.cfsan.fda.gov/~dms/l2lg-toc.html>

Beef's beneficial fatty acid profile

Although beef's fatty acid profile is modestly influenced by a cattle's diet, it is primarily characterized by a predominance of monounsaturated and saturated fatty acids. Additionally, approximately one-third of beef's saturated fat is stearic acid, a unique saturated fatty acid that doesn't raise blood cholesterol. Polyunsaturated fatty acids represent the smallest class of lipids found in beef and includes omega-3 and omega-6 fats. A recent review evaluated several studies to determine the effects of grass-finishing on omega-3 and conjugated linoleic acid (CLA) content of beef.⁵ Although highly variable, enrichment of these nutrients in a 3-ounce serving of cooked lean beef is generally modest.

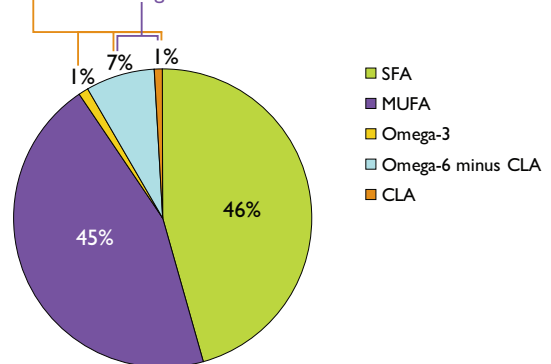
Grass-finished beef fatty acid profile

Total polyunsaturated fats = ~ 13%
Total omega-6 = ~ 9%



Grain-finished beef fatty acid profile

Total polyunsaturated fats = ~ 9%
Total omega-6 = ~ 8%



1 USDA FSIS Labeling Terms http://www.fsis.usda.gov/FactSheets/Meat_&_Poultry_Labeling_Terms/index.asp

2 This definition only applies to how the meat was processed after the cattle were harvested and does not apply to how the animals were raised. Efforts are underway to coordinate FSIS' regulation of natural claims with the AMS voluntary "naturally raised" marketing claim standard. <http://www.fsis.usda.gov/OPPDE/rdad/FRPubs/2006-0040A.htm>

3 January 2009, Federal Register: Vol. 74, Num. 12

4 Organic Foods Production Act, <http://www.ams.usda.gov/nop/FactSheets/ProdHandE.html>

5 Daley et al, Nutrition Journal, 2010. 9:10.