



<http://countrynaturalbeef.com/index.php>

GREAT TASTING BURGERS - THAT ARE GOOD FOR YOU AND GOOD FOR THE EARTH?!

Country Natural Beef - a sustainable cooperative of ranchers producing beef in a thoughtful and sustainable way are producing beef that IS actually good for you AND for the earth! Cattle are raised from birth on the family ranches of the Country Natural Beef cooperative. Most of the ranches are located in Oregon; Washington, California, Nevada, Idaho, Wyoming, New Mexico, Colorado, Texas, Montana, Arizona and Hawaii are also represented. Ranches stay sustainable, the land is cared for and the consumer is directly linked to the families that produce the beef. See http://countrynaturalbeef.com/index.php?option=com_sobi2&Itemid=34 for exact ranch locations.

Country Natural Beef cattle are fed a 100% vegetarian diet. For the first 14-18 months of the animal's life they are on native range grasses, seeded pastures and hay; to assure a year around supply, some ranches use winter growing lots and the cattle are fed a high roughage ration based on silages and hay before they come to the feedlot.

All beef produced on Country Natural Beef ranches carries a USDA approved label stating that the cattle were grown without hormones or antibiotics.

STEWARDSHIP

Country Natural Beef believes that the careful and responsible management of something entrusted to one's care should be the number one goal. We have a responsibility to be stewards over the land and animals around us – to make sure we are benefiting not only the land and our families but our society as well. Our land management decisions are based on the long-term health and productivity of the land rather than the maximization of short-term gain. In order to make sound decisions we make sure our choices are in accord with our long-term ranch plans and that they are economically, ecologically and socially sound.

RELATIONSHIPS

Producing quality, natural beef the way Country Natural Beef does requires strong, honest, positive relationships on all levels. Members of Country Natural Beef maintain these relationships with other producers, feedlots, processors, certifiers, retail outlets, as well as consumers.

Food Alliance is a national non-profit organization that certifies farms, ranches, food processors and distributors for sustainable agricultural and business practices. Every Country Natural Beef ranch has been inspected and certified by Food Alliance. With independent third-party verification of our natural resource stewardship, labor practices and humane treatment of animals, Country Natural Beef is the brand customers can trust.

For more information about and from the Food Alliance, see: <http://www.foodalliance.org/>