











HORMONES

# ANGUS PURE GRAIN FED BEEF

## SUPERIOR QUALITY GRAIN FED AUSTRALIAN ANGUS BEEF

### WORLD RENOWNED BEEF

Angus Pure Grain Fed Beef has become synonymous around the world with the most discerning of chefs and exclusive retailers who demand an unrivalled eating experience and uncompromising quality standards for their customers.

#### NATURALLY RAISED, PERFECTLY FINISHED

Livestock for the Angus Pure Grain Fed Beef brand are raised on the wide open, lush and clean pastures of southern Australia before being finished on a specially formulated high energy grain ration in our very state-of-the-art feedlot. Livestock in our brand are never treated with added hormones.

#### SUPREME ANIMAL WELFARE STANDARDS

Cattle are continuously monitored by trained team members to ensure they maintain good health and a calm temperament throughout the backgrounding, grain finishing, transport and processing stages. This focussed attention not only results in the highest quality grain fed beef in Australia, but is also a part of our strong commitment to maintaining the highest levels of animal welfare.

#### **TRUSTWORTHY AND RELIABLE**

Only carcases that meet our unapologetically rigorous grading standards are eligible to wear the Angus Pure Grain Fed Beef brand. We proudly offer our customers a tiered selection of grading choices, separated by grading and overall eating quality as determined by the objective and scientific meat grading system - Meat Standards Australia (MSA).



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