

Better nutrition, any way you slice it.

With Chisholm Trail Grass-fed Beef, you get beef that's leaner than regular beef, pork and even most cuts of chicken and turkey. In fact, at only 140 calories per serving, a super-lean, grass-fed Chisholm Trail Grass-fed steak has less fat, cholesterol and calories than almost any other meat or poultry available.

The health advantages don't stop there. Compared to regular beef, the proportions of healthy Omega 3 acids are up to 430% higher, and our grass-fed beef has more vitamin B6 than 6.5 cups of raw spinach. With higher levels of protein, iron, zinc, phosphorus, niacin, riboflavin and vitamin B12, Chisholm Trail Grass-fed Beef is a real nutritional powerhouse.

That's right. Raised the old-fashioned way, roaming free and grass-fed, our natural beef is the new health food.

Nutritional Comparison

MEAT <small>(Based on 3.5 oz serving)</small>	CALORIES <small>(kcal)</small>	PROTEIN <small>(grams)</small>	FAT <small>(grams)</small>	CHOLESTEROL <small>(mg)</small>
Grass-fed Beef	140	25.5	3.7	61.5
Bison	143	27.8	2.4	82.0
Chicken, white	173	30.9	4.5	85.7
Top Round	180	31.7	4.9	84.6
Turkey	170	29.3	5.0	75.6
Venison	207	33.5	6.4	87.5
Pot Roast	210	33.0	7.6	101.0
Lamb Leg	191	28.3	7.7	89.7
Pork Chops	202	30.2	8.1	82.7
Pork Loin	190	28.6	9.8	79.6
Lamb Chop	216	30.0	9.7	95.8
Chicken, dark	205	27.4	9.7	93.8
Ground Beef, lean	272	24.7	18.5	87.7
Ground Beef	289	24.1	20.7	90.0

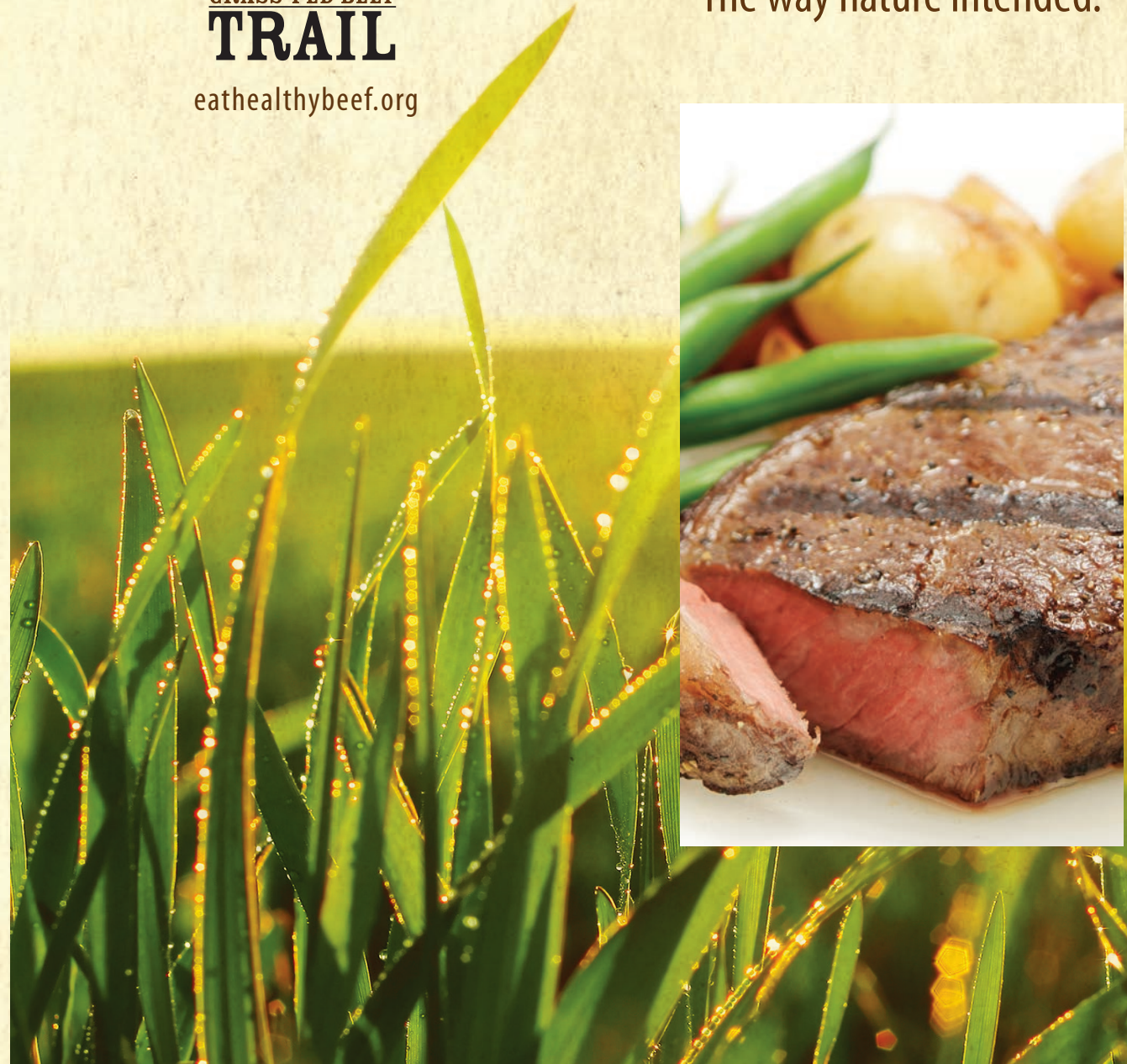


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**GRASS
FED** 

The way nature intended.



Better health comes natural to us.

There's a certain balance to the natural world. Everything has a place and everything makes sense in its place. Change or move one thing, and the whole system can be knocked off-kilter. Take cattle ranching, for example. The more natural it is, the healthier it is for everyone and everything involved – the customers who eat the beef, the cattle, the ranchers and the environment.

It's simple. When cattle spend their entire lives roaming freely on large ranches and grazing on 100% grass diets, they're more active and healthy. When they're active and healthy, the beef is leaner and more nutritious. And, of course, when the livestock is healthy, hormones are unnecessary and antibiotics are the exception, not the rule. Lastly, when cattle put less stress on the land, the ranchers are better off working and living in sustainable, natural environments.

It all just works together: a natural environment leads to healthy livestock, and healthy livestock leads to beef that's better for all of us.

That flavor? It's called beef.

Until about 50 years ago, beef actually tasted like beef. That was before factory farming, feedlots and grain-feeding changed the quality and the taste of nearly every cut of beef you can shake your fork at. Thankfully, some ranchers remain committed to preserving the real taste of delicious, natural beef. In the case of Chisholm Trail, that means raising heritage breed Texas Longhorns and allowing them to roam free, grazing on 100% grass. Virtually unchanged for centuries, the Texas Longhorn has always been prized for its delicious flavor and high quality.

The secret to all this great taste is juiciness. Right off the bat, we should clarify – “juiciness” is not a code word for grease like it is with regular beef. In fact, juiciness is measured scientifically and called “moisture content.” Turns out, super-lean Chisholm Trail Grass-fed 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 Grass-fed Beef, 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 quickly due to its low fat content. 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. When broiling or grilling, start with a slightly frozen steak for the optimum juiciness.