

# HERITAGE ABERDEEN ANGUS

100% GRASS-FED & GRASS-FINISHED BEEF

## WELCOME BACK TO FLAVOR®

Joyce Farms' Heritage Aberdeen Angus Beef is the best-tasting beef in the world. In fact, it's so delicious that some people can't believe it's grass-fed. We use carefully selected heritage cattle genetics and strict raising standards to achieve a natural flavor that outbeefs all other beef.

## HERITAGE GENETICS

Our Heritage Beef comes from Aberdeen Angus cattle that can be traced all the way back to Scottish Angus #1, "Old Jock" born in 1842. Less than 5% of American cattle qualify as true Aberdeen Angus, and Joyce Farms is the best beef program in the nation with these genetics.

## CULINARY ADVANTAGES

- ✓ SUPERIOR EATING EXPERIENCE
- ✓ CONSISTENT QUALITY & TASTE
- ✓ IDEALLY TENDER & FLAVORFUL
- ✓ HAND-TRIMMED BY PROFESSIONAL BUTCHERS

## RAISED NATURALLY ON SMALL FAMILY FARMS

We raise our cattle using regenerative agriculture practices on small family farms. Our cattle are free to roam stress-free on open pastures. They graze a diverse mix of grasses, legumes, and forbs that is reminiscent of historic American prairie environments, before the onset of industrialized agriculture. We are proud to also meet the highest standards for humane handling and safety - those set by Dr. Temple Grandin. Our beef is certified to GAP Step 4 standards of the Global Animal Partnership multi-tiered animal welfare program.



NO ANTIBIOTICS  
ADMINISTERED



NO ARTIFICIAL  
INGREDIENTS



NO HORMONES  
OR STEROIDS



NO ANIMAL  
BY-PRODUCTS



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# WHY JOYCE FARMS HERITAGE BEEF?

## RAISED WITH INTEGRITY

Cattle are always grazed on open pasture and eat a pure diet of non-GMO grasses, legumes, and forbes with:

- ✓ No Corn or Other Grains
- ✓ No Grain Silage
- ✓ No Dried Distillers Grains (DDGS)
- ✓ No Feedlot Finishing



## RAISED WITH TASTE IN MIND

Raising cattle for the highest-quality beef parallels growing grapes for a fine wine — their meat takes on *terroir*, or flavors based on the terrain, climate, soil and water where they graze. That's why we raise our Aberdeen Angus cattle using a very specific protocol that includes:

- ✓ Soil Management
- ✓ Rotational Grazing
- ✓ Forage Management
- ✓ Humane Handling/Processing

The result is uncommonly superior grass-fed beef with an abundance of marbling, a buttery texture, and above all else, a rich and natural beef flavor.

## USDA GRADED

Unbiased Federal Graders ensure that all of our Heritage Beef meets quality standards to achieve USDA Select, Choice, or Prime grade. Middle meats are available to order by grade.



## MADE IN AMERICA

Our Heritage Beef is made from cattle born, raised and harvested in the USA. Cattle are traceable to our farms in the southeastern United States.

BETTER TASTING



BETTER FOR YOU

*Compared to a serving of grain-fed beef, a serving of our Heritage Aberdeen Angus Beef contains up to:*

**3X** MORE **VITAMIN E**

**6X** MORE **OMEGA-3 FATTY ACIDS**

**3X** MORE **CLA**  
(CONJUGATED LINOLEIC ACID)

**1/3 LESS**  
SATURATED FAT

**1.5X** MORE  
DIETARY PROTEIN

**10X** MORE **VITAMIN A**



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