

## AS NATURE INTENDED

Today's discerning consumer has a thirst for knowledge about the origins of their produce and that it has been produced in an ethical and sustainable manner. All of the cattle that meet the Grasslands Beef standards have been sourced directly from selected producers, enabling us to maintain full supply chain traceability.

Our livestock producers are stewards of the land who ensure they maintain the health of their properties and livestock. Our producers strive to protect, manage and enhance biodiversity on their farms by restoring natural vegetation and implement best practice pasture management techniques that makes the best use of water and soil nutrients.

## OUR QUALITY GUARANTEE



Teys Australia has an unrivalled reputation for delivering beef with a consistent eating quality. Since 1946, we have been building a reputation as the leading, innovative provider of red meat supply chain and meal solutions.

We are proud to have the Grasslands Beef range in our strong portfolio of consumer brands. Underpinned by the Meat Standards Australia (MSA) grading system, an independent quality assurance program, that guarantees our Grasslands Beef range will deliver an exceptional eating experience every time.



For more information visit: [facebook.com/grasslandsbeef/](https://facebook.com/grasslandsbeef/)

# YOUR NATURAL CHOICE

AUSTRALIAN  
grasslands  
PREMIUM BEEF

AUSTRALIAN  
grasslands  
CLASSIC BEEF

## YOUR NATURAL CHOICE

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The Grasslands Beef range, as nature intended, is produced from free range cattle that have been raised on natural pastures where they are able to roam and graze in a stress free environment. All Grasslands Beef is 100% free from antibiotics and artificial hormones.

The combination of a healthy, nutritious and natural diet in a stress free environment creates our full-flavoured, tender beef....

It's your natural choice.



## ANIMAL WELFARE

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We are committed to delivering on consumer expectations around animal welfare and operate under the Australian Livestock Processing Industry Animal Welfare Certification System. This is an independent certification system that ensures all livestock under our control, from receipt to humane processing at our processing establishments, are managed in accordance with best practice animal welfare standards.