

Flavorful & Tender

Our dry-aged grass-fed, grass-finished meat is tender and delicious. *Wine Spectator* magazine (November 2002 issue) rated our 100% grass-fed filet mignon the tastiest among samples that included five grain-fed filets. The article stated that “the robust nature” of this beef made it stand out above the others.

Quality Assurance

Hardwick Beef certifies that all of our meat is produced according to a specific quality protocol that covers diet, veterinary care, and humane treatment of animals. The cattle are handled humanely according to Animal Welfare Institute (AWI) standards.

All of our beef is USDA inspected. Hardwick Beef’s source verification system can trace every piece of meat back to the farm of origin.

Support Regional Farms

The regional farms that you are supporting with every purchase of Hardwick Beef include the following:

Kinderhook Cattle, Valatie, NY
Glenn Creek Farm, Aurora, NY
Catskill Cattle, Deposit, NY
Berryhill Farm, Deansboro, NY

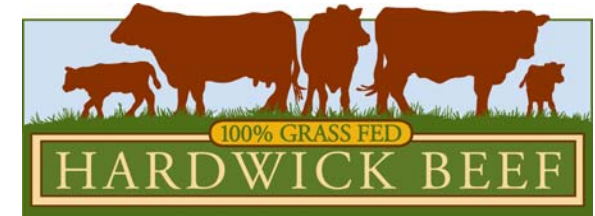
Look for the Hardwick Beef label for certified 100% grass-fed, grass-finished beef.



Hardwick Beef, Inc.
www.hardwickbeef.com

Box 225, 370 Fleming Road
Hardwick, MA 01037

413-477-6500
Fax: 413-477-0937
info@hardwickbeef.com



Hardwick Beef

*Linking
health-conscious
consumers to
healthy farms*

100% grass-fed and
grass-finished beef

Tasty & Tender • Healthful • Sustainable

How is our 100% grass-fed beef better than grain-finished beef?

Beef that is 100% grass-fed and grass-finished comes from cows raised in pastures rather than feedlots. Once weaned from their mother's milk, they eat only lush natural grass, herbs, roots, legumes, and hay. Because cows are ruminants, forage is their natural food.

Better For You

- **Grass-fed, grass-finished meat is lower in calories and lower in fat**, including saturated fat. That's about the same fat content as skinless chicken breast. If you eat a typical amount of beef per year (66.5 pounds), switching to grass-fed beef will save you 17,733 calories, without requiring any willpower or change in your eating habits. Meat this lean even lowers your LDL cholesterol.
- **Grass-fed meat is higher in omega-3 fatty acids.** People who have an ample amount of omega-3s in their diet are less

likely to have high blood pressure. They are 50% less likely to suffer a heart attack or to suffer from depression, schizophrenia, attention deficit disorder, or Alzheimer's disease. In animal studies, these essential fats have slowed the growth of a wide array of cancers and kept them from spreading. Each day that an animal is finished on grain, its supply of omega-3s diminishes.

- **Grass-fed meat is higher in conjugated linoleic acid (CLA)**, which creates lean muscle mass (fights obesity). Also, there is new evidence that CLA may be one of our most potent defenses against cancer.
- **Grass-fed meat is higher in Vitamin E**, which is associated with a lower risk of heart disease and cancer. This potent antioxidant may also have anti-aging properties.
- **No grass-fed cows have contracted BSE**, a disease associated with feeding cattle animal by-products.
- **No added hormones or antibiotics are ever administered.**
- **It offers more protection from E. coli bacteria.**

For sources of nutrition information, please visit www.eatwild.com.

Better For Our World

Unlike the grain-finished system, which depends upon petroleum-based corn production, the grass-based livestock system uses sun, water, and well-managed pasture to create high-quality protein for humans.

Grass-fed cattle are rotated from pasture to pasture, so they always graze in a new area of nutrient-rich grass. At the same time, the cattle fertilize the land. While the cattle get the best possible nutrition, the land improves with use. This system eliminates pollution problems that are inevitable when cows are confined.

"Eating is an agricultural act."

— Wendell Berry

Our Devon/Angus cattle are ideally suited

to grass and produce a meat your tastebuds will enjoy. The success of 100% grass-fed beef can revive regional family farms and our rural economy.

A DEFINITION

100% grass-fed means **no grain, animal by-products, or feedlot confinement** at any stage in the animal's life.

