



# Finish GREEN

Like so many other things in life, it is how you finish that counts.



Somewhere in the Midwest right now, there is a miserable cow. Most of his existence has been marked by long, hot days in a dusty feedlot, shoulder-to-shoulder with other cows that share this barely habitable hell. He has been shot up with antibiotics and hormones. He has suffered from acidosis, liver abscesses and other illnesses. Every day, he gets a nice stomach full of corn at mealtime, but corn is not his natural diet, and it causes him to bloat. Besides that, the corn he eats is laden with pesticides and herbicides. At no point during his feedlot existence is he revered or exalted for the sustenance he provides. Instead he is treated like “a side of beef.” And more likely than not, the beef he produces will find its way to your table. It is no way to live. It is no way to eat.

## LOST CONNECTION

There is a visceral reaction to being on a farm or ranch where cows are raised in a healthy and humane manner. There is a palpable reverence, the realization that these animals are being raised so that you may lead a healthier life. You actually feel healthier knowing the great care and compassion that goes into raising these animals.

Sometime in the last 70 years, our connection with the land and the animals that it sustains has been lost. It goes way beyond not knowing

where our food comes from—it has morphed into an outright head-in-the-sand denial of the existence of factory farms. “See no evil, hear no evil” has replaced “*Caveat emptor.*”

Our connection with the land is of vital importance. Knowing where your food comes from sets a standard of accountability for the people raising your food. The last thing conventional factory farms want you to know is where your food comes from. They would prefer that you walk into the supermarket and grab the first nondescript package of beef you find—their connection to your wallet or purse is their primary concern.

At Beyond Organic, we want to reconnect people to the land. We want everyone involved in our company to understand more than just why our products are so healthy and sustainable. We want them to understand where their food comes from. We want people to make an informed choice because we are confident what that choice will be.

## BEYOND ORGANIC STANDARDS

There is a lot of trust that goes into food shopping. Think of the thousands of products that line the shelves of your local supermarket. How much do you actually know about how they are made? Chances



are, you know next to nothing. Instead, you either trust that the food provider has your best interest in mind, or, more realistically, ignore any warning signals that may be going off in your head.

Our promise to you is simple. We will provide you with an unprecedented level of transparency and visibility into how your food is produced. We have put together an exhaustive Ten Point set of standards (see article on page 14) that ensure that our beef is of exceptional quality. We do this for several reasons.

First off, we know that this is the way to raise the healthiest cattle possible. Feeding cattle what they were meant to eat—greens instead of grains, allowing them to roam freely versus confining them to close quarters, and letting them grow at their own pace rather than fattening them on unnatural, GMO grain, are all healthier practices for the cow.

Healthy cows also mean healthy beef. GreenFinished beef has a healthy ratio of omega-3 to omega-6 fats, and contains CLA, a nutrient that is gaining recognition in scientific circles for its many benefits. It even has vitamins B-6 and B-12.

Pastured, GreenFinished cows also represent a more sustainable choice for the environment. Our cattle eat what naturally grows on our land. That land is never sprayed with chemical fertilizers, pesticides, herbicides or fungicides. We believe that our cattle are only as healthy as our land, and we believe that sustainable farming is the surest path to keeping our land pristine.

To sum up: Healthy cows that are raised humanely. Healthy beef that is so very different than conventional beef. A healthier environment. This is what you are voting for when you choose Beyond Organic's GreenFinished Beef.

This begs the question: Why, if cattle finished this way is historically and scientifically more correct, are more people not doing it?

### THE TRUE COST OF BEEF

Price isn't subjective, but cost is. Your ground beef or hot dogs may be priced at \$4.99 per pound, but they cost a lot more than that.

First off, consider the environmental impact. Conventionally raised cattle are fed grains, and those grains are damaging to the environment in two ways. Unless they are organic (and they rarely are) those grains have been subject to chemical fertilizers, pesticides and herbicides. Additionally, those grains are shipped in, and the fuel used in that shipping has an environmental impact. While it may be hard to ascertain the "cost" of this, there is no doubt our environment is paying the price. At some point these issues will have to be addressed. This is the very definition of the word *unsustainable*, and eventually we will feel it in our wallets.

### TRUE BEEF

Hundreds or even thousands of years ago, cattle was raised the way Beyond Organic is raising them today. Back then, if you owned cattle, you were considered "rich," in a monetary sense and in privilege. Cows were revered for their life-affirming properties. Today, for the most part, we've lost that connection to our food supply. It's time we get it back. ↩

Every day in America, thousands upon thousands of cattle are shipped to feedlots where they are ultra-confined, fed an unnatural diet, and exposed to toxic conditions, growth hormones and antibiotics. The feedlot is where cattle are "finished"—meaning fattened for a more profitable sale at market.

At Beyond Organic, we like to think of our GreenFinishing™ program as the "anti-feedlot." On our certified organic pastures, our cows are exclusively GreenFed—grasses and green forage, never grain, and absolutely no growth hormones or antibiotics are used. Our cows are treated humanely and processed according to Biblical standards.

We believe our approach is better for them, better for you and better for the planet.

