

NEW STUDIES PROVE THE BENEFITS OF GRASS FED/FINISHED BEEF



Thank you for being a part of the Tallgrass Beef Company family! In an effort to keep you up to date with the latest information from the world of grass fed/finished beef production, we hope you will find this news bulletin useful.

I'd like to share some new research that will highlight the health benefits of grass-fed/finished beef.

The first comes from **The British Journal of Nutrition**, published by The University of Cambridge, UK. It is the "missing link" which connects higher levels of Omega-3 essential fatty acids in grass-fed beef with increased levels of Omega-3 in those people who eat it.

"Grass-fed meats improve fat levels"

Eating moderate amounts of grass-fed meat for only 4 weeks will give you healthier levels of essential fats, according to a 2011 study in the *British Journal of Nutrition*.

The British research showed that healthy volunteers who ate grass-fed meat increased their blood levels of omega-3 fatty acids and decreased their level of pro-inflammatory omega-6 fatty acids. These changes are linked with a lower risk of a host of disorders, including cancer, cardiovascular disease, depression, and inflammatory disease.

Interestingly, volunteers who consumed conventional, grain-fed meat ended up with lower levels of omega-3s and higher levels of omega-6s than they had at the beginning of the study, suggesting that eating conventional meat had been detrimental to their health.

Source: *British Journal of Nutrition* (2011) Red meat from animals offered a grass diet increases plasma and platelet N-3 PUFA in healthy consumers. Volume 105, pages 80-89.

The second major development I'd like to share comes from the U.S. Government.

In February 2011 the USDA released new nutrition guidelines.

The USDA's new dietary guidelines restrict salt, sugar and saturated fats. The Department of Agriculture issued new guidelines Tuesday for improving the nation's diet, but the main recommendations are steps Americans have so far largely avoided — cutting back on salt, sugar and saturated fats, and consuming more fruits and vegetables and increasing physical activity.

Tallgrass grass-fed/finished beef fits the new guidelines perfectly. Our product is lower in saturated fat, cholesterol and calories, higher in essential fatty acids and a lean source of protein. In addition to all of our health benefits our product has a rich, robust flavor that is second to none.

We are finding that consumers want to know the latest nutrition and health information so they can make informed buying decisions. Please feel free to share this e-bulletin with your staff and customers. By taking a page from the past and producing cattle in a sustainable, natural way we are proud to provide you with a product that is wholesome, nutritious and delicious.

Thanks for being a Tallgrass believer. It's going to be a very good year.

Sincerely,

Bill Kurtis

Bill Kurtis
Chairman and
Founder
Tallgrass Beef
Company



Key Points to Consider

Score Ten for Grass-Fed Beef

Grass-fed beef is better for human health than grain-fed beef in ten different ways, according to the most comprehensive analysis to date. The 2009 study was a joint effort between the USDA and researchers at Clemson University in South Carolina. Compared with grain-fed beef, grass-fed beef was:

- Lower in total fat
- Higher in beta-carotene
- Higher in vitamin E (alpha-tocopherol)
- Higher in the B-vitamins thiamin and riboflavin
- Higher in the minerals calcium, magnesium, and potassium
- Higher in total omega-3s
- A healthier ratio of omega-6 to omega-3 fatty acids (1.65 vs 4.84)
- Higher in CLA (cis-9 trans-11), a potential cancer fighter
- Higher in vaccenic acid (which can be transformed into CLA)
- Lower in the saturated fats linked with heart disease

S.K. Duckett et al, Journal of Animal Science, (published online) June 2009, "Effects of winter stocker growth rate and finishing system on III. Tissue proximate, fatty acid, vitamin, and cholesterol content."