

100% GRASS-FED
FROM
NEW ZEALAND

ANGUS

NEW ZEALAND BEEF



SILVER
FERN
FARMS



- FREE RANGE/PASTURE RAISED
- CONSISTENT CUT SIZES & QUALITY
- NO HORMONE GROWTH PROMOTANTS



CONSISTENTLY SUPERB BEEF

Not all grass-fed meats are equal. Grass-fed meats have a reputation for being inconsistent.

New Zealand farmers have been raising meat on grass for well over a century – this is their expertise – and generations of knowledge shows in the quality of the meat. They've invested heavily in improving the genetics of their herds – testing for genetic markers which improve tenderness and quality.

There is a focus on maintaining quality throughout the chain of production and passing knowledge from farmer to farmer to raise the overall quality of the line.

CLEAN, PURE FLAVORED BEEF

Grass-fed beef has a cleaner, bold flavor that works more harmoniously with other ingredients, allowing chefs to showcase the full range of flavor and artistry in the dish.

A meal made with this beef will leave diners satisfied and pleasantly full without feeling bloated. There's still room for dessert!

HEALTHIER BEEF



**NEW
TO
SICKLES
BUTCHER
ANGUS
NEW ZEALAND BEEF**

FOR MORE INFO: NEWZEALMEATS.COM

**AVAILABLE
IN OUR BUTCHER**

- Strip Steaks**
- Skirt Steaks**
- Hanger Steaks**
- Filets**
- Tri-tip Steaks**
- Hamburgers 8 oz.**
- Sliders 2 oz.**
- Ground Beef**
- Flat Irons**

THIS BEEF IS MORE SUSTAINABLE

Grass-fed beef is substantially more environmentally sustainable than non-grass fed beef.

CLEAN AIR:

Grass-fed cattle in New Zealand are spread across vast pastures rather than being concentrated in dense feed lots. Grass grows naturally year round in New Zealand, and doesn't require the intensive chemical & fuel use called for in grain-feed production and transport. As a result, grass-fed beef production results in substantially cleaner air and far less release of greenhouse gasses.

CLEAN LAND:

New Zealand farmers don't just take care of their land for today, they plant trees, rotate pastures, and otherwise consider themselves stewards of their land for future generations.

Grass-fed livestock production is a closed loop. Cattle graze on grass. As they roam the pastures their hooves aerate and turn the soil and their excrement fertilizes it.



PREPARING GRASS - FED BEEF

When it comes to preparing it, beef is beef. Because it's leaner, grass-fed beef cooks more quickly and shrinks less than the conventional beef you may be used to. Just cook it for less time.

Seasonings, sauces, and sides will likely add more flavor to grass-fed beef dishes, because your taste buds don't get coated with beef fat.

RECOMMENDED COOKING TEMPS:

- Rare - 120°-125° F
- Medium Rare - 130°-135° F
- Medium - 140°-145° F
- Medium Well - 150°-155° F
- Well Done - 160°F and above

