

MARBLING GUARANTEED

Choice is the chef's choice. Beef is handsorted to have above average or high marbling

UNMATCHED EATING EXPERIENCE

Tender, juicy and big beef flavor for a better eating experience, proven by university experts

ALL NATURAL* BEEF

No Added Growth Hormones

PRODUCT OF U.S.A.

Raised & Finished in the Southwestern U.S.

Cedar River Farms®

NATURALLY TENDER. NATURALLY FLAVORFUL.

EVERY TIME.™

*Minimally processed, no artificial ingredients

Cedar River Farms Beef Specifications

Features	Benefits
Cedar River Farms Advantage	• Carcass weights average 795lbs throughout the year (+/- 20 lbs) • Consistent weights deliver uniform subprimals, resulting in uniform presentation and predictable preparation • Subprimals from the rib, short loin and round have Yield Cutting advantages • Integrated cattle supply from less than 25 calf ranches and 2 primary feed yards • Dedicated processing in one plant -- JBS Tolleson -- delivering consistent workmanship & quality
All Natural* Beef	• Antibiotics may be administered to treat sick animals, a practice 43% of consumers prefer[1] • No added growth hormones, ever • Grain finished for 300 days, 100% vegetarian diet
Unmatched Eating Experience	• Cedar River Farms beef outperforms conventional beef in Slice Shear Force (SSF) testing • Steaks excel in juiciness, beef and buttery flavors, and outperform conventional beef cattle at 14 days of age*
Superior Grading	• Cedar River Farms cattle supply grades Prime (28%) & Choice (62%) • Cedar River Farms marbling score delivers Choice or better • Fine to medium marbling texture, sorting any medium or course marbling that has large, uneven flecks

Packed in branded box with claims



Packed in branded graded bag



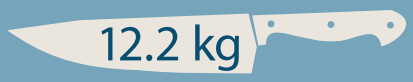
Box Label
Pictured: USDA Prime



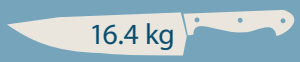
Quality Factors	
Quality Grade	USDA Prime and Choice
Yield Grade	Over 90% Yield Grade 1, 2, 3
Carcass Selection	
Carcass Class (type)	Steers
Maturity	A Maturity only, <30 months
Meat Color Requirement	No Dark Cutters allowed
Avg Harvest Age	14-17 months
Max Hot Carcass Weight	1,050 lbs
Max Ribeye Area	9-14[2] inches

Shear Force Testing

Cedar River Farms

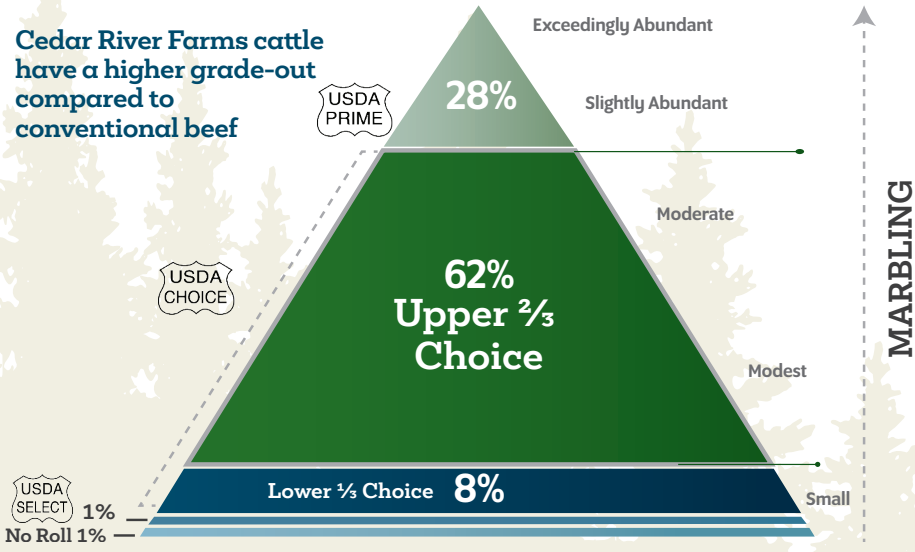


Conventional



Slice Shear Force (SSF) testing was utilized to assess tenderness by measuring the amount of force in kilograms necessary to shear through a steak, simulating the effort required for a consumer to chew the steak. The lower level of force needed, the better the eating experience.

Cedar River Farms cattle have a higher grade-out compared to conventional beef



*Submitted to JBS USA. Center for Meat Safety and Quality, Colorado State University, Fort Collins, CO. - Howard, S.T., S. Luzardo, D.R. Woerner, J.D. Tatum and K.E. Belk. 2013. Evaluation of the Cedar River Farms Brand: A Comparison of Retail Yields and Sensory Attributes of Cuts from All-Natural Fed Holsteins and Conventional Beef-Type cattle.

[1]Consumer Beef Tracker Journey January - December 2022