



NATURE'S
SUNGROWN
FOODS

STRAUSS®

**America's Finest Grass Fed
Beef – Look & Taste!**

Nature's SunGrown Foods is
offering America's Finest Grass
Fed Beef – Graded USDA Choice,
Raised Humanely to create the
most Delicious tasting Beef



History of Strauss

- 1937, Strauss Brothers Packing Co Began
 - Service local community
 - Start of the Special Fed veal industry
- 1980s, 3rd Generation Randy and Tim Strauss
 - Began efforts to raise veal humanely
- 2000s, Strauss Commits to 100% Humane Raising
 - 2005 – Conversion began
 - 2008 - Completed, 11 Years Ahead of Industry Deadline
 - 2010 – Entered into American Grass Fed Beef



We Believe . . .

- That,
 - Ethical Animal Agriculture Is Possible and Necessary
 - If an Animal is Making the Ultimate Sacrifice it Deserves the Highest Quality of Life Possible
 - The Environment Which Sustains Us Must Be Sustained
 - Supporting Independent Family Farmers is the Only Way to Make Meaningful Change
 - We Must Act Bravely To Accomplish our Goals

Words May Inspire, But Only Action Creates Change

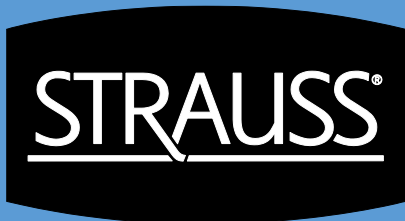
The logo for Strauss, featuring the word "STRAUSS" in a white, serif, all-caps font. The text is set against a black background that has a rounded rectangular shape with a slight upward curve at the top. A thin white horizontal line is positioned directly beneath the letters.

STRAUSS®

What We Do

- Provide Customers with a Program They Can Trust
- Make it Easy to Find and Buy Ethically Raised Meats.
- Be a Reliable Supplier and Flexible to do Business With

**Long Term Goal: Make Meaningful Change –
Grass Fed to 1% of Total US Beef Industry**



Grass Fed Innovation



- Our Goal:
 - Produce the highest quality, most consistent grass fed beef available, and make it easy order.
- Why?
 - Bridge the gap between ethical farming and conscientious consumption.

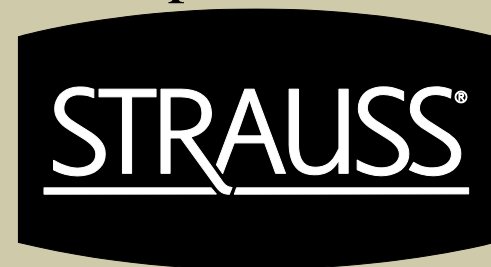
STRAUSS[®]

How Are Strauss Cattle Raised?



USDA Approved Label Claims

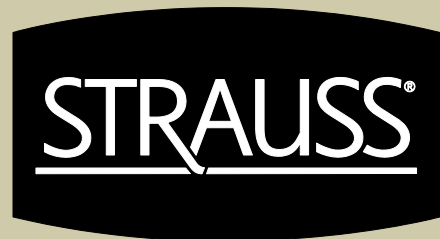
- 100% Grass fed and finished
- 100% Antibiotic free
- 100% Hormone free
- Free to roam – pasture finished
- Born and raised in the USA by family farmers
- USDA Choice on most products



What Do Grass Fed Cattle Eat?



- Pasture Grasses/Forages
 - Native and Planted Varieties
 - Rotational Grazing
 - Companion Grazing where Possible
- Supplemented with stored forages

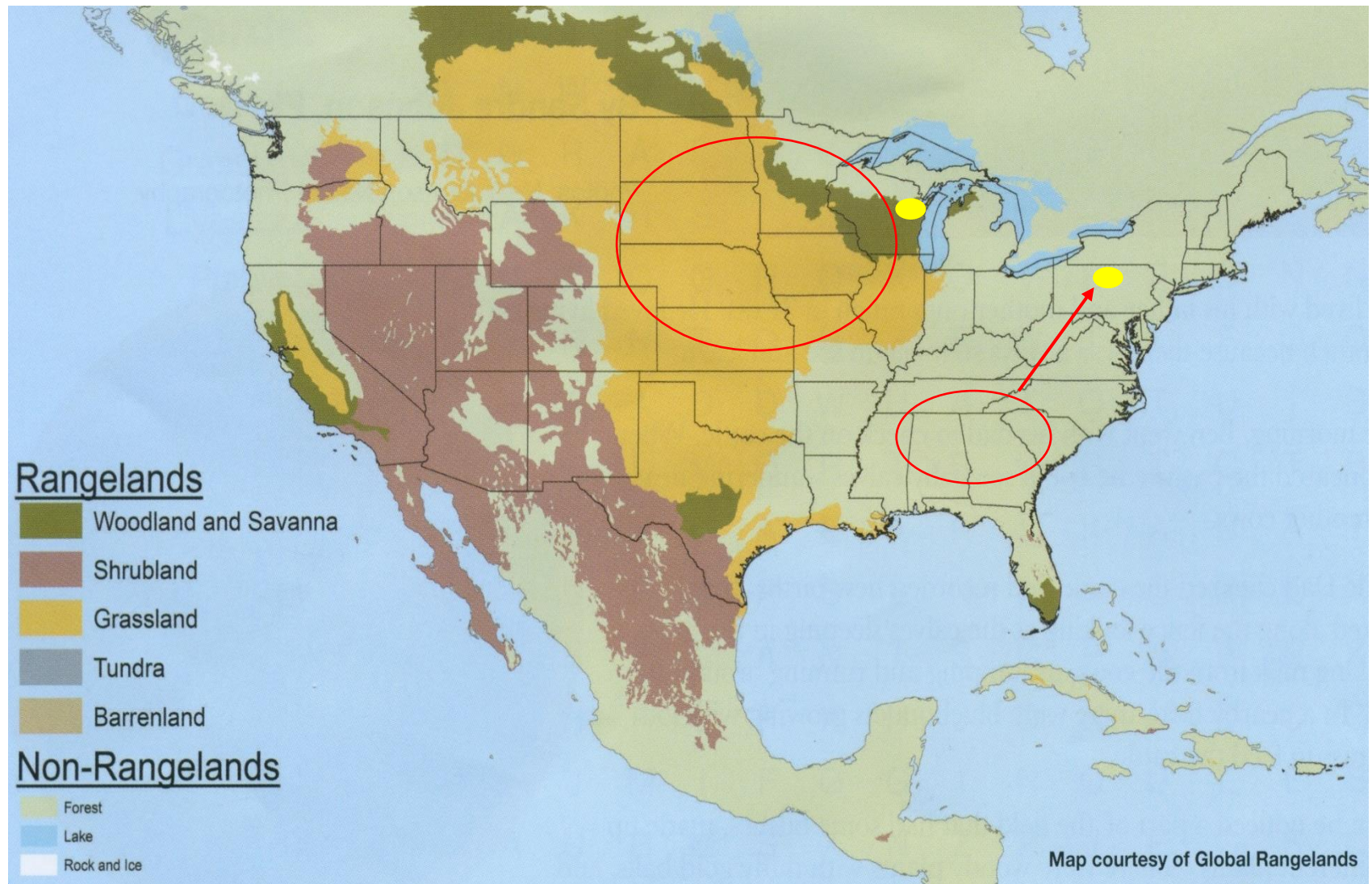


Famous US breeds with the Quality you expect!

- What Breeds Do You Accept?
 - English-Based Genetics:
 - **Angus, Red Angus, Hereford**
 - Medium Framed:
 - **Target Carcass Wt: 350 – 375 Kgs.**
 - **112A Ribeye: 6 Kgs.**
 - **Striploin 0 x 1: 5 Kgs.**
- How Old At Slaughter?
 - 20 – 24 Months

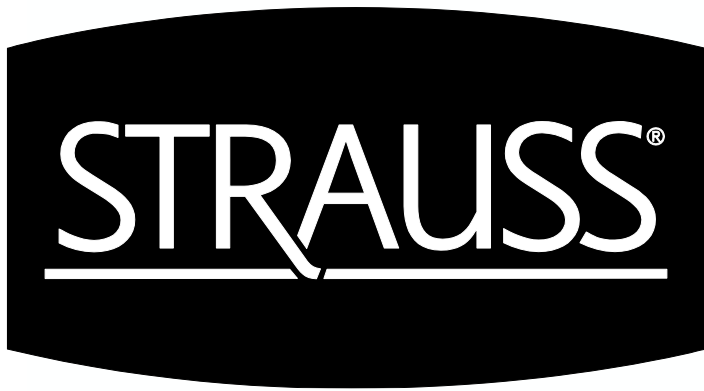


Where Are The Strauss Cattle Raised?



Strauss Ribeye and Skirt Steak





September 21, 2021

Growing Together

- *Learn More about Strauss Grass Fed Beef & Contact: sales@naturessungrown.com*

