



NATURE'S  
SUNGROWN  
FOODS

**STRAUSS**<sup>®</sup>

**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

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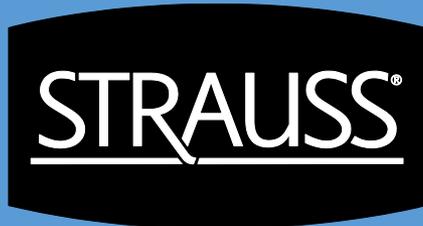
- 1937, Strauss Brothers Packing Co Began
  - Service local community
  - Start of the Special Fed veal industry
- 1980s, 3<sup>rd</sup> Generation Randy and Tim Strauss
  - Began efforts to raise veal humanely
- 2000s, Strauss Commits to 100% Humane Raising
  - 2005 – Conversion began
  - 2008 - Completed, 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

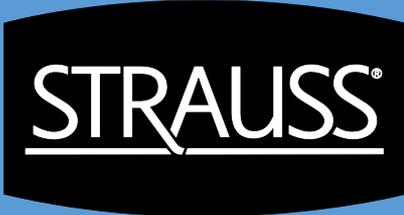
**Words May Inspire, But Only Action Creates Change**



# 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**

The logo for STRAUSS, featuring the word "STRAUSS" in a white, serif font with a registered trademark symbol, set against a black background with a curved top and bottom edge.

**STRAUSS®**

# Grass Fed Innovation

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- 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**<sup>®</sup>

# 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

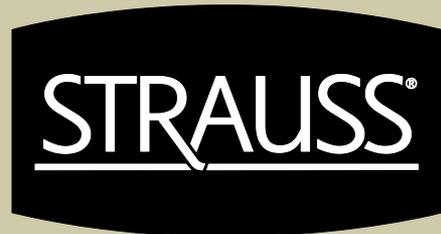
**STRAUSS**<sup>®</sup>

# What Do Grass Fed Cattle Eat?

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

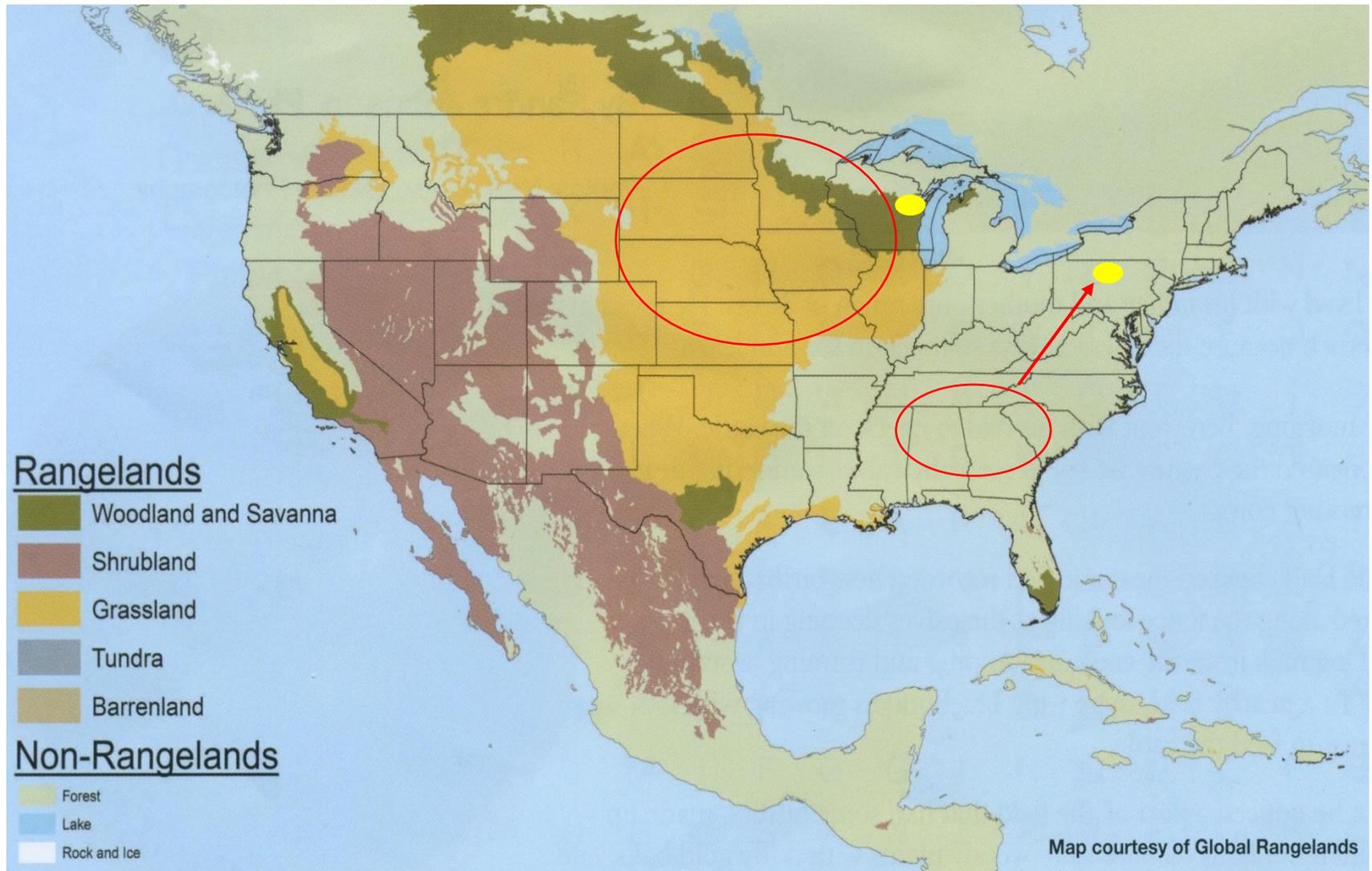


# Famous US breeds with the Quality you expect!

- 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

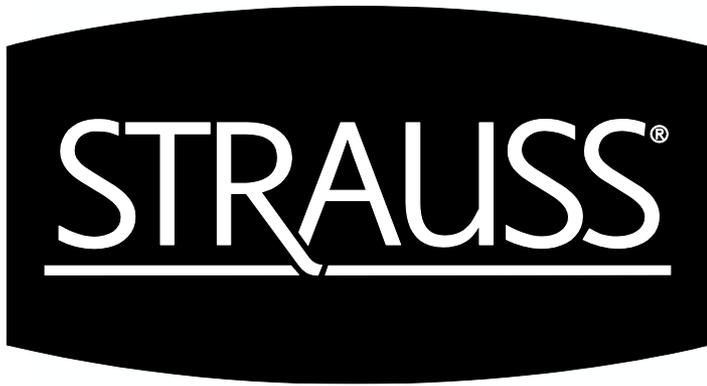


# Where Are The Strauss Cattle Raised?



# Strauss Ribeye and Skirt Steak





September 21, 2021

## Growing Together

- *Learn More about  
Strauss Grass Fed Beef &  
Contact:  
[sales@nature Sungrown.com](mailto:sales@nature Sungrown.com)*

