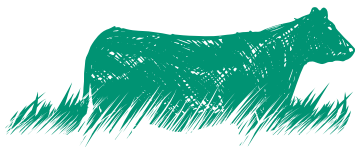


NATURE'S FRESH

- NATURAL BEEF -



"the joy of eating"



NATURE'S FRESH

– NATURAL BEEF –

From the heart of Australia's cattle country, we bring you some of the finest pasture fed beef that nature intended.

We can proudly say our Nature's Fresh natural beef is:

- 100% pasture fed
- Sustainably grown and free to roam open plains
- Never confined to a feedlot
- Never treated with hormone growth promotants (HGP)
- Never treated with antibiotics

Quite simply, there's nothing artificial – it's Nature. And it's Fresh.

For your peace of mind, Nature's Fresh natural beef has been awarded the highest standard to ensure the highest eating quality. We utilise the Meat Standards Australia grading system – a USDA Process Verified Program – so you can trust that tenderness, juiciness and flavour is guaranteed with every taste.

When you are dedicated to the joy of eating natural beef, then Nature's Fresh is for you.



- Eating quality assured for tenderness, juiciness and flavour.
- Beef grading program developed to predict the eating quality of beef.



<http://processverified.usda.gov>