



**TORY HILL**  
REAL FOOD FOR REAL PEOPLE

# GRASS FED BEEF VS. CONVENTIONAL BEEF



**WHAT IS GRASS FED BEEF?** The way cows are fed can have a major effect on the nutrient composition of their beef. Grass fed beef means that the animals consume only grasses and forage diet their entire lives, never anything else. This results in beef that contains less fat than conventional beef and offers more health benefits when consumed.

## THE BENEFITS OF GRASS FED BEEF

WHIPPOORWILL  
*salisbury, connecticut*  
FARM

Our grass fed beef is supplied by Whippoorwill Farm in Salisbury, CT  
Located 1 mile from Lakeville, CT



### HEALTHY

Grass fed beef contains higher amounts of vitamins and minerals. Compared with grain-fed beef, grass-fed is much higher in Vitamin A & Vitamin E, as well as beta carotene.



### LOCAL

Raised just one mile from Hothckiss, our beef is 100% grass fed and so delicious. It has a deep, rich beef flavor full of excellent nutrients. These cows are very well-cared for.



### SUSTAINABLE

Because grasses trap atmospheric carbon dioxide, the grass-fed system can help fight climate change. Grazing cows also help fertilize land and encourage a natural eco-system flow.

## GRASS FED VS. CONVENTIONAL BEEF

### CONCENTRATED BEEF FARMING



### CONFINED IN SMALL SPACES

#### HIGH-RISK

Large feedlots are called concentrated animal feeding operations (CAFOs). Cows are kept in confined stalls, often with limited space.

They are rapidly fattened with grain-based feeds that are usually made from a base of soy or corn. The cows live here for a few months before being shipped cross-country to a slaughterhouse.

### PASTURE RAISED CATTLE



### LET OUT TO PASTURE NATURALLY

#### LOW-RISK

Grass fed cattle often live in pastures from birth. Their diet is grass and other pasture plants, with some hay in winter. They are healthy and robust without antibiotics or growth hormones. Grass-fed beef offers superior health benefits from their free & natural lifestyle of roaming pastures and grazing on natural grasses and plants.