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**888.366.3565**

## **A Tale of Two Cattle**

**How did your hamburger get to your plate — and what did it eat along the way?**

### **Sustainable, Non-Industrial**

This is the way all beef used to be raised — and how many people still imagine it is. Our farmers tend small herds in harmony with nature's rhythms and produce unparalleled beef.

#### **Diet: Grass**

Our cows eat only grass, along with a smattering of hay. That's the normal diet for cattle. Their rumen, a digestive organ, can break down grasses we'd find inedible.

#### **Environmental Impact: Living with the Land**

To prevent the pastures from becoming overgrazed, our farmers shift their cattle around the land, ensuring that the grass has time to recover between feedings. The result is a surprisingly low-impact hamburger, since grass doesn't need chemical fertilizer to grow and its presence helps prevent soil erosion. There's no need to clean up manure — with low cattle density, the waste just fertilizes the land.

#### **Supplements: None**

Our farmers give no supplements whatsoever to our cattle — no antibiotics, no hormones, no additives.

#### **Human Impact: The Omega Effect**

Beef has a bad rep among nutritionists, but that is unfair for grass-fed meat. According to research from the University of California, grass-fed beef is higher in beta-carotene, vitamin E and omega-3 fatty acids than conventional beef.

#### **Cost: Putting Kashrut and Ethics on the Same Plate**

Sustainable, non-industrial kosher meat places a core Jewish practice, kashrut — historically defined as a moral code — back on the same plate as ethics.

### **Conventional (including industrial organic)**

The vast majority of all American cattle start off on open ranges, but that's where the similarity to their non-industrial cousins ends. They're shifted after a few months to the tight quarters of an industrial feedlot, to be fattened up as fast as possible.

#### **Diet: Grass and corn**

Conventional cattle feed off grass pasture for the first several months, but at the feedlot, they're switched to a heavily corn-based diet, which makes them gain weight faster but also makes them get sick more easily.

#### **Environmental Impact: Waste**

A 1,000-head feedlot produces up to 280 tons of manure a week, and the smell can be powerful. All that feed corn requires millions of tons of fertilizer and, ultimately, a lot of petroleum.

#### **Supplements: Chemicals\***

In part to help them survive the crowded conditions of feedlots, where infections can spread fast, conventional cattle are given antibiotics in their feed, and sometimes growth hormones, bloods and fats. \*Not applicable to Industrial Organic production.

#### **Human Impact: Fat Attack**

Feeding corn to cattle for the last several months of their lives doesn't just get them fatter faster; it also changes the quality of the beef. Corn results in beef that is higher in fat — helping to fuel the obesity epidemic.

#### **Cost: Our Health, Society, Environment**

Industrial meat's sticker price does not reveal its true costs. Conventional, industrial meat is highly subsidized by the public in multiple ways. Farm subsidies for corn growers; low gas prices; waste that contaminates our water - these are all contributors to the cheap cost of our industrial meat.

*Adapted from Getting Real About the High Price of Cheap Food, Time Magazine, August 21, 2009, Bryan Walsh*