



*The largest dedicated organic meat processor in Ireland and the UK.*

## *Premium Irish Grassland Beef*

- Dedicated to Organic and nothing else.
- Founded in 1989 - 20 years experience in Organic farming & processing.
- The largest organic meat processor in the British Is
- Organically farm over 800 acres, guaranteeing an all-year-round supply.
- Category partners for Tesco (Ire), M.S.V.C., and Li representing 60% of Irish grocery trade and 80% o total organic meat sales in Ireland.
- Largest Irish exporter of organic meat into European markets.
- John Purcell & ABP joint owners / directors of Good Herdsmen.
- ABP's modern processing facilities and John Purce organic farming and processing experience make G Herdsmen the most progressive organic meat comp in Europe.
- B.R.C. Higher level (SAI Global).



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CERTIFIED ORGANIC  
IRL - OIB3 - EU - 37

Ireland

Part of ABP Food Group

[www.abpfoodgroup.com](http://www.abpfoodgroup.com)



# *Premium Irish Organic Grassland Beef & Lowland Lamb*

- ✓ *Animal Welfare No. 1 Priority*
- ✓ *Patented process for increased tenderness*
- ✓ *Matured for increased flavour*



**grasslandbeef™**  
healthy . sustainable . Irish beef

*Ireland's largest organic meat processor offers  
you a taste of organic Ireland*



Ireland  
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