



Export

Premium Irish Grassland Beef

Irish Nature Beef...

Irish Nature takes pride in supplying only the best beef. Cattle are selected from the finest pastures and processed with strict quality control procedures.

10 reasons to buy Irish Nature beef...

1. Guaranteed Tender

Irish Nature is guaranteed as tender, succulent and flavoursome beef.

2. Consistent Quality

Irish Nature beef is produced with care and attention following a detailed and specific regime for over 20 years and assures consistent, high quality, tender eating beef.

3. Traditional and Modern

Irish Nature beef is produced using a combination of traditional chilling methods with modern, scientifically proved hanging procedures. Carcasses are graded by computers but selected manually for suitability. The best of both worlds!

4. Ready to Use

All Irish Nature beef is delivered fully matured and properly trimmed. No maturation is required as all Irish Nature Beef is matured at source. Just unpack and serve!

5. Unique System

Irish Nature beef is produced using a unique system of electrical stimulation and hip suspension whilst undergoing a sympathetic chilling and maturation process.

6. Traceability

Irish Nature cattle are fully traceable from approved farms to the primal at the butcher's counter. From pasture to plate, from farm to fork!

7. Selected Breeds

Irish Nature cattle are selected from the finest beef breeds, with no dairy influence.

8. Farm Assurance

Irish Nature cattle are procured from selected farms which have been approved by the Bord Bia Beef Quality Assurance Scheme (BBQAS). Each farm being audited by independent inspectors with each farmer adhering to a strict, supervised code of practice.

9. Cattle Diet

Irish Nature cattle are reared on a grass based diet, kept at pasture for most of the year and over winter, are finished on a grass silage base whilst indoors.

10. Produced by ABP

Irish Nature is a registered brand produced by ABP, a division of Irish Food Processors, Europe's largest beef processors and exporters.



Ireland

Part of ABP Food Group

www.abpfoodgroup.com

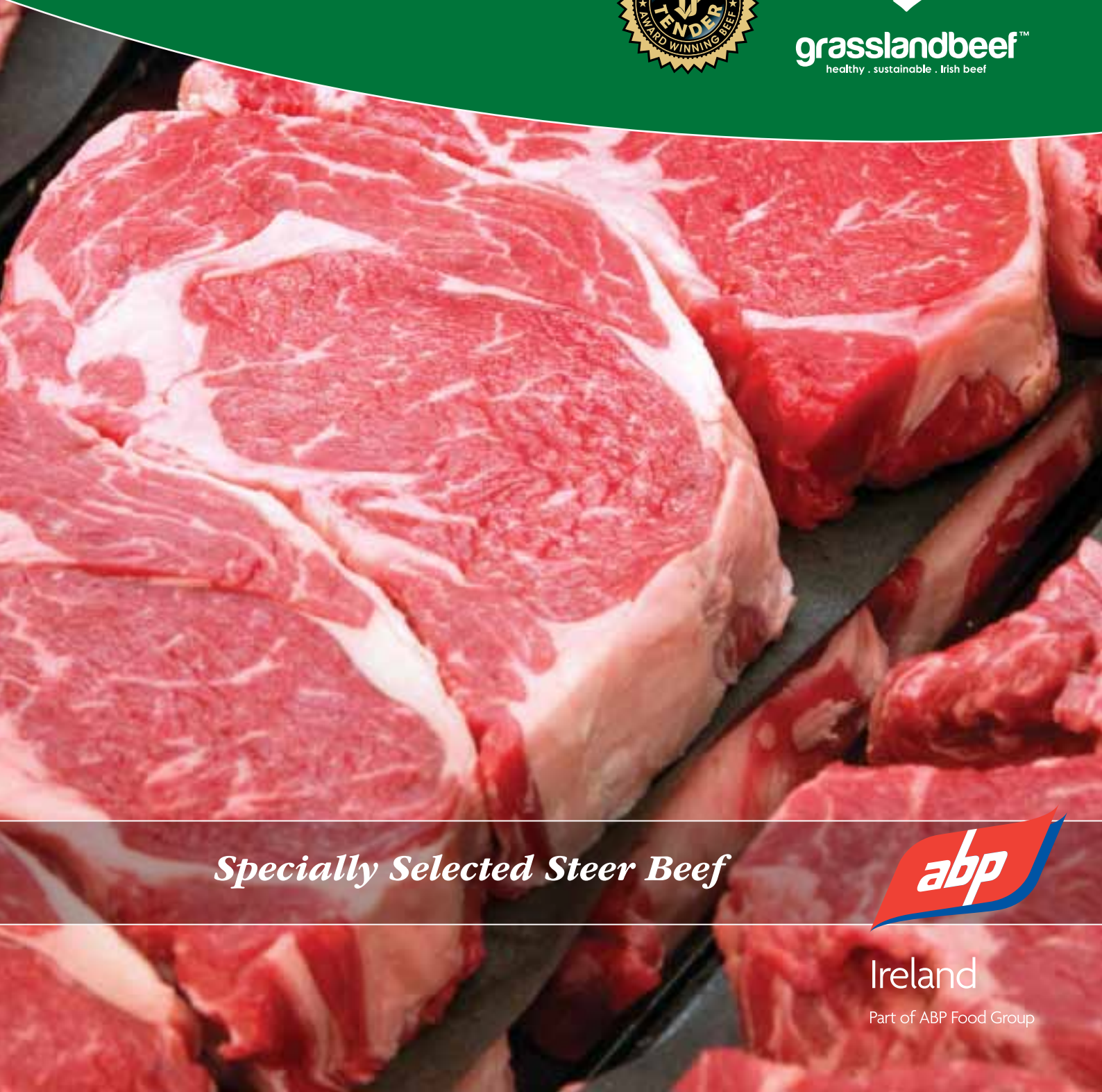


Premium Irish Grassland Beef

- ✓ *Patented process for increased tenderness*
- ✓ *Matured for increased flavour*



grasslandbeef™
healthy . sustainable . Irish beef



Specially Selected Steer Beef



Ireland

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