



**Pasture-raised beef,
deliciously tasty
and naturally good for you**



PASTURE-RAISED



100% ALL NATURAL



HORMONE-FREE



INTRODUCING FARMS FRIBOI

NATURE-FED

Sourced from Brazil's extensive grasslands with tropical climate and abundant vegetation, Friboi Farms cattle are pastured-raised for most of their lives, with easy access to wide-open spaces and sources of water and waterways.

These unique surroundings provide the perfect platform for nurturing our cattle, with access to a broader variety of feed and natural nutrients.

INTEGRITY & RIGOROUS PROCESSES

Our cattle are hormone- and additive free, producing a beef product that consumers and their families can safely eat.

With stringent quality assurance, food safety regulations and high animal welfare standards, combined with innovative processing facilities, Farms Friboi is guaranteed to deliver a tasty, safe and natural beef option.

Farms Friboi beef cuts are produced and trimmed to meet our valued customers' needs, and are also suited for further processing into individual retail-ready portions.

SPECIFICATIONS

FEEDING REGIME	Predominantly Grass-Fed
BOVINE CATEGORY	Young cattle • Up to 30 months
MARBLE SCORE	Select - no marbling requirement
FAT	Fat cover layer absent-to-medium • Does not allow yellow fat
HORMONE-FREE	Yes

CONSUMER FOCUS

1/3 OF CONSUMERS
are concerned about
antibiotics, hormones
and chemical products in meat.*

52% are trying to do
their bit for the
environment.
and consider factors
such as animal
welfare when buying meat **

When buying meat,
85% of consumers consider
at least one attribute
of “better for”:
better for me/my family, better
for the animals, better for the
planet.**

*Power of Meat 2022 report; **Power of Meat 2023 report – by The Food Industry Association and the Foundation for Meat and Poultry Research and Education.

