

# TOP REASONS WHY YOU SHOULD BUY GREAT SOUTHERN

**100%**  
GRASS FED



**FREE**  
RANGE

**ABF**  
ANTI BIOTIC FREE



**FARM**  
ASSURED

THE MEAT FOR  
**ALL**  
OCCASIONS



Sourced exclusively from cattle ranchers in southern Australia who have been licenced to supply livestock into our brand, Great Southern is the award-winning beef brand you can turn to when you are looking for a high quality and all natural beef product that ticks all the boxes.

Naturally high in protein, zinc and iron, Great Southern beef is produced from cattle that have been raised on a pure grass diet, free to roam and never administered antibiotics, added hormones or feed that has been genetically modified

Made the way Mother Nature intended for us to enjoy, Great Southern beef is sourced from the highest quality livestock breeds, including Angus and Hereford, that thrive in our lush environment and deliver tender, juicy and

full flavored beef that will impress even the most discerning dinner guests... every time.

Under the watchful eye of our Quality Assurance team, you can have full confidence that Great Southern beef has been produced, shipped and handled with the utmost level of care to ensure it adheres to the highest standards of food safety without compromising on quality and flavor.

Today's beef consumer is savvy, experimental, cultured and has high expectations. We meet all of these demands with a range of cuts that are suited to all occasions. Be it a juicy rib eye steak, fajitas, a stir fry, roast or curry, Great Southern beef has been systematically graded to ensure we have all your bases covered no matter what the cooking method.

**NATURAL AUSTRALIAN AWARD WINNING BEEF**



For more information visit:  
[GREATSOUTHERNFARMS.COM.AU](http://GREATSOUTHERNFARMS.COM.AU)



# SUSTAINABLE PRODUCTION IS AN AUSTRALIAN WAY OF LIFE



# GREAT SOUTHERN BEEF IS THE MEAT FOR ALL OCCASIONS

## NATURAL GOODNESS FOR YOUR BODY AND MIND

Great Southern beef is naturally high in some of the most important nutrients our bodies need to thrive.

**Protein:** Vital for your body to build and repair tissue. Protein is also important for growth and development in children, teens, and pregnant women.

**Zinc:** Important for a healthy immune system and growth during childhood.

**Iron:** For the creation of red blood cells for the transportation of oxygen around the body.

**Vitamin B6:** Important for cardiovascular, digestive, immune, muscular, and nervous system function. It is needed for proper brain development and function and to make the hormones serotonin and norepinephrine.

**Magnesium:** Important for normal bone structure in the body.

RECOMMENDED DAILY INTAKE*	7oz Sirloin Steak	1 Boiled Egg	1 Soft Granola Bar	7oz of Kale	7oz Chicken Breast
PROTEIN	98%	13%	4%	8%	67%
ZINC	63%	3%	3%	3%	4%
IRON	32%	3%	4%	10%	3%
VITAMIN B6	35%	5%	0%	15%	15%
MAGNESIUM	12%	1%	5%	9%	4%

\*Table information sourced from dietandfittestoday.com. Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

## STRATEGICALLY LOCATED RANCHES

We have developed very strong relationships with the ranchers in southern Australia who are best suited to meet the rigorous requirements of Great Southern beef.

These partnerships give us access to a breeding herd of more than half a million cows and heifers at an average of almost 300 per ranch. This broad reach into the Australian cattle herd guarantees a long term sustainable supply base of cattle for the Great Southern beef program.



## GREAT SOUTHERN COOKING TIPS

1. Bring the meat up to room temperature before cooking.
2. Don't overcook grass fed beef, aim for medium rare for best results!
3. Always let your meat rest for a few minutes prior to cutting.



## THE GREAT SOUTHERN JOURNEY

### FOOD MILES ARE A FALLACY

A recent study<sup>1</sup> commissioned and funded by Meat and Livestock Australia (MLA) found food miles are not an accurate or relevant indicator of environmental impact. Transporting beef and lamb from Australia to the US contributes less than 5% of greenhouse gas emissions, water and land impacts.

Our beef is produced and transported from our farm gates in Australia to the shores of the USA under the highest levels of care and temperature control to ensure it lands safely and with the longest possible shelf life to maximise eating quality and confidence for our consumers. The regular production and shipments of Great Southern mean we are constantly supplying consumers around the world with fresh, wholesome and full flavored beef with confidence, 52 weeks of the year.

<sup>1</sup> Wiedemann, S., et al., Environmental impacts and resource use of Australian beef and lamb exported to the USA determined using life cycle assessment, Journal of Cleaner Production (2015)

### MEET A GREAT SOUTHERN RANCHER

With 10,511 acres of prime grazing and breeding country under his watch, John Tucker's land fronts onto the craggy coastline of north eastern Tasmania.

A third generation farmer, John manages his property with the help of his wife, Mhari and three kids, Elizabeth, Angus and Campbell.

### JOHN TUCKER'S RANCH



## THE GREAT SOUTHERN QUALITY GUARANTEE

### AUSTRALIA'S GRADING SYSTEM TO GUARANTEE EATING QUALITY



Scientifically developed through 100s of 1,000s of taste trials with consumers all over the world, including the USA.



Choosing MSA graded beef will guarantee a tender, juicy and full flavored eating experience.

See [www.meatstandards.com.au](http://www.meatstandards.com.au) for more info



For more information about MSA and quick and easy grass fed beef recipes visit:  
**AUSTRALIAN-BEEF.COM**

For more information about Great Southern grass fed beef visit:  
**GREATSOUTHERNFARMS.COM.AU**