



Cedar River Farms®
Natural Beef

NATURALLY TENDER. NATURALLY FLAVORFUL.
EVERY TIME.



**TENDERNESS
GUARANTEED**



Consistent tenderness, flavor,
juiciness & marbling as proven
by university experts

NATURAL BEEF



Free from antibiotics 300 days
prior to harvest & never given
added hormones

PRODUCT OF USA



100% U.S. born & raised

A PREDICTABLE EXPERIENCE TIME AFTER TIME

Cedar River Farms takes a natural approach to raising cattle with one goal in mind: to produce consistently superior beef.

Our purebred steers are harvested at 14-17 months of age (3-6 months sooner than conventional cattle) providing an exceptional eating experience. Cattle are sourced from select feedyards ensuring a 100% vegetarian diet and focused animal wellbeing. The cattle do not travel far when finished to JBS Tolleson, as all the cattle are finished in the Southwest. Cedar River Farms takes pride in our consistently tender, juicy and well-marbled product that exceeds each meal's expectation.

Cedar River Farms Natural Beef Program Specifications

FEATURES	BENEFITS
Natural Beef Program	<ul style="list-style-type: none"> • Never given added hormones; No antibiotics administered within 300 days of harvest. • Exceeds USDA Natural definition, minimally processed & no artificial ingredients added. • Meets consumer demand for high-quality natural beef, driving repeat purchases & increased basket rings. • Comprehensive product offering, including whole muscle cuts and ground beef, available across USDA Prime (32%) & Choice (65%).
Unmatched Eating Experience	<ul style="list-style-type: none"> • Exceeds conventional beef in tenderness, juiciness, flavor & butteriness. • Cedar River steaks excel in buttery flavor, a profile associated with overall high ratings by heavy beef consumers.
Consistent Cattle	<ul style="list-style-type: none"> • Carcass weights average 810 lbs; these lower, more consistent weights deliver uniform primals & ability to cut thicker steaks while maintaining desired portioned size. • Provides uniform presentation and predictable preparation. • All steers are processed at one dedicated plant (JBS Tolleson), delivering consistent workmanship & quality.

Packed in branded box with claims



Packed in branded graded bag



Box Label



QUALITY FACTORS	
Quality Grade	USDA Prime & Choice
Yield Grade	Over 90% Yield Grade 1, 2, 3
CARCASS SELECTION	
Carcass Class (type)	Steers
Maturity	A Maturity (< 30 months)
Meat Color Requirement	No Dark Cutters
Avg Hot Carcass Weight	810 lbs
Production Diet	Grain finished, 100% Vegetarian Fed
Production	Tolleson, AZ

SHEAR FORCE TESTING

CEDAR RIVER FARMS



CONVENTIONAL CATTLE



Slice Shear Force (SSF) testing was utilized to assess tenderness by measuring the amount of force in kilograms necessary to shear through a steak, simulating the effort required for a consumer to chew the steak. The lower level of force needed, the better the eating experience.

SENSORY ATTRIBUTES

● CEDAR RIVER FARMS CATTLE ● CONVENTIONAL CATTLE

JUICINESS

8.2

8.0

BEEF FLAVOR

8.9

8.6

BUTTERY FLAVOR

2.9

2.1

We put Cedar River Farms to the test with a trained sensory panel. **Cedar River Farms** steaks **outperforms** those from conventional beef cattle for **all sensory attributes** at 14 days of age, delivering improved consistency and a better eating experience. Evaluated on a 15-point scale with **higher numbers indicating better performance**.

Values listed above are statistically significant. Submitted to JBS USA, Center for Meat Safety and Quality, Colorado State University, Fort Collins, CO. - Howard, S.T., S. Luzardo, D.R. Woerner, J.D. Tatum and K.E. Belk. 2013. Evaluation of the Cedar River Farms Brand: A Comparison of Retail Yields and Sensory Attributes of Cuts from All-Natural Fed Holsteins and Conventional Beef-Type cattle.

