

**CERTIFIED ORGANIC
BELTED GALLOWAY
GRASS-FED BEEF
FROM THE HEART OF WISCONSIN**

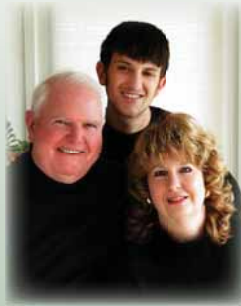


To produce our certified organic grass-fed beef, there are several important steps:

- The land used to produce the feed for the animal must be free of herbicides, pesticides and other hazardous agrichemicals for 3 years prior to producing the feed for these animals.
- The animal cannot receive any antibiotics or hormones throughout its entire life.
- The animal's entire life history must be carefully documented and our farm is inspected on an annual basis.
- Pete's Meat Service, LLC. in Rudolph, Wisconsin, is our USDA inspected and certified organic processor.



OUR GOAL

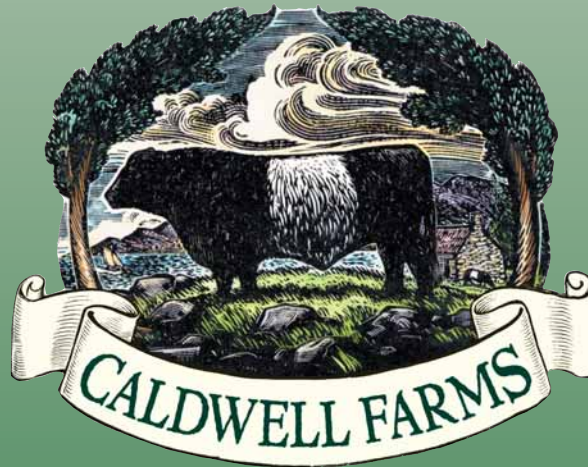


Michael, Pat & Lorna Caldwell

Combine the right animal, our God-given talents, and a healthful environment to produce the best grass-fed beef possible for our customers. We feel privileged to produce this product. We hope you enjoy it.

Certified Organic Belted Galloway Breeding Stock available.

www.caldwellfarms.com



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Please visit our website at
www.beltiebeef.com
for the current listing of stores selling our certified organic beef products.



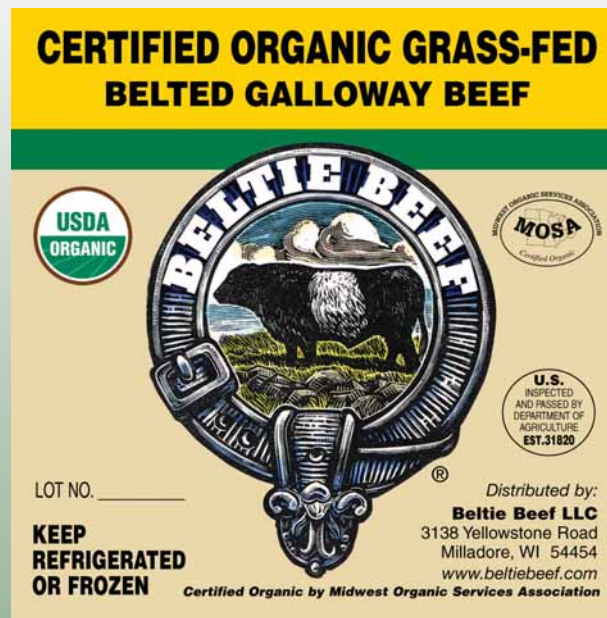
**CERTIFIED
ORGANIC
BELTIE
GRASS-FED
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**FROM THE
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WHAT ARE BELTIES?

Belted Galloways “Belties” are a beautiful heirloom breed from Scotland. We chose this efficient beef breed for several reasons:

- They are great foragers which makes them the perfect breed for grass-fed beef production.
- They adapt better to Central Wisconsin’s cold winters. Most cattle breeds add a thick layer of body fat for insulation in the winter. Belties grow an additional hair coat instead, getting approximately 4,000 hairs per square inch. This coat keeps body heat in so efficiently that the snow will not even melt on their back! Because the animal is comfortable in the cold and does not lay down the excessive back fat found in some other breeds, Belties provide an increase in beef yield.
- Belted Galloway cattle are genetically more tender than other breeds.



GRASS-FED DIET

Grass-fed beef tastes different from feedlot beef because the cattle are raised on a different diet. Our grass-fed cattle are on a diet of fresh pasture in the summer and baled hay and haylage in the winter. Our haylage consists of alfalfa, clovers and grasses which we harvest in the summer and preserve in our silos for winter feeding.

When you drive past our farm, you will see over 200 Belties living on grassland that has been free of agrichemicals for well over three years. This is just one of the requirements to be a certified organic farm.

ABOUT OUR BEEF PRODUCTS

Our Belted Galloway grass-fed beef is flavorful and lean, yet moist and tender. Because grass-fed beef is leaner than grain-fed, it needs about 30 percent less cooking time than most common beef. Grass-fed steaks are best if cooked medium-rare to medium. Rub your steaks with a small amount of olive oil, grill to rare to medium rare, then salt and pepper to taste. You'll love the taste experience!

