

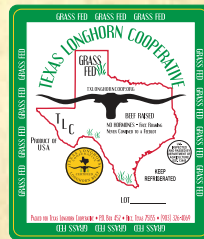
MAKE IT GRASS-FED.

The advantages of eating grass-fed beef go on and on. Recent tests have shown that grass-fed beef, such as Texas Longhorn beef, contains elevated levels of healthy Omega 3s, the heart-healthy fatty acids found in fish. Also, it has more conjugated linoleic acid (CLA), which may help prevent breast cancer, diabetes and other ailments. Other research shows that grass-fed beef contains more vitamin A and four times more Vitamin E than conventional, grain-fed beef.



**GRASS
FED**

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**LEAN. LOCAL.
DELICIOUS.**



TEXAS LONGHORN BEEF

RED MEAT FOR HEALTHY EATERS.

Now you can have your steak and eat it, too. With Texas Longhorn beef, you have a lean, delicious alternative to chicken and turkey. Longhorn beef is leaner than regular beef, leaner than “the other white meat,” leaner even than most cuts of chicken and turkey. In fact, at only 140 calories per serving, a super-lean Longhorn steak has less fat, less cholesterol and fewer calories than almost any other meat or poultry available.

In addition to its low-calorie, low-fat, low-cholesterol advantages, Longhorn beef is packed with many of the nutrients required for a healthy lifestyle, including protein, iron, zinc, phosphorus, niacin, riboflavin, vitamin B6 and vitamin B12.

Also Texas Longhorn beef is a good source of selenium, with one serving providing up to 30% of the daily allowance. Under-publicized and unknown to many people, selenium has been associated with better infection-fighting power and reduced risk of heart disease and certain types of cancer.



FROM PASTURE TO PLATE.

Texas Longhorn beef is raised locally, right here in Texas. In other words, by purchasing Longhorn beef, you’re supporting small, family farms right here in the Lone Star State. These farmers raise their Longhorns the way nature intended — allowing them to graze in pastures, eating the grass they’re supposed to eat. That’s what makes Texas Longhorn beef so lean in comparison to grain-fed beef from factory farms.

And grass-fed beef is green in more ways than one. Compared to conventional practices, allowing Longhorns to roam the farm is far better for the environment. Better yet, because Longhorn beef comes from right here in Texas, it’s a short trip from farm to fork, cutting the food miles and the associated carbon emissions dramatically.

NUTRITIONAL COMPARISON:

MEAT <i>(Based on 3.6 oz serving)</i>	CALORIES <i>(gms)</i>	FAT <i>(gms)</i>	CHOLESTEROL <i>(gms)</i>
Ground Beef	289	20.7	90.0
Ground Beef, lean	272	18.5	87.7
Chicken, dark	205	9.7	93.8
Lamb Chop	216	9.7	95.8
Pork Loin	190	9.8	79.6
Pork Chops	202	8.1	82.7
Lamb Leg	191	7.7	89.7
Pot Roast	210	7.6	101.0
Venison	207	6.4	4.0
Turkey	170	5.0	75.6
Top Round	180	4.9	84.6
Chicken, white	173	4.5	85.7
Bison	143	2.4	82.0
Longhorn Beef	140	3.7	81.5

Source, Longhorn data: "Nutrient Density of Beef From Texas Longhorn Cattle; Texas A&M, 1987 Other data: USDA, USA Today 11/29/91. Pope Lab, Inc, Dallas, TX

Cooking Longhorn beef is simple. Actually, it cooks even faster than ordinary beef. Here’s how to get tender, juicy Longhorn every time:

1. Longhorn beef cooks quickly due to its low fat content. Be careful not to overcook it.
 2. Use a meat thermometer to monitor doneness. Ground beef should have an internal temperature of 160° F.
 3. When broiling or grilling, start with a slightly frozen steak for the optimum juiciness.
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