

Ayrshire Farm



Certified Humanely Raised Heritage-Breed Beef

♥ **Heritage-Breed, humanely raised beef** is a healthier and far more flavorful product than intensively produced (factory-farmed) hybridized beef. Heritage breed, top-quality meat can come only from pasture-raised animals who receive a natural, balanced vegetarian diet and get plenty of exercise through foraging, their natural activity.

♥ Cattle are social and intelligent animals. Today, with little exception, all beef is raised in feedlots, or brought as young animals to the U.S. to be finished in feedlots for the last year of their lives. Feedlots can have one million or more market animals living without shelter, from the sun or weather, room to lay down, and standing in feces. The conditions under which food animals are raised abroad (increasingly from China and third-world countries) are much worse, and unlikely to have been produced with adequate regulatory oversight, either as to the diet of the animals, or labeling of the meats, despite many claims to the contrary.

♥ A cartel of four companies controls **85%** of the feed, factory farms, slaughter-houses, and meat processing facilities in the U.S., forming the largest vertically integrated monopoly in the world, and controls **80%** of the world's grain supply, as well.

♥ The intensively hybridized cattle are bred to be extremely fast-growing, and to shorten the time the animals need to grow to harvest, they are injected with growth hormones, and are fed a steady diet of the latest antibiotics to keep them alive in such unnatural conditions. These Concentrated Animal Feeding Operations (factory farms) produce concentrated waste with disastrous environmental consequences. When excreted, these growth hormones pass intact into the water supply and waste systems.

♥ These intensively hybridized cattle are bred to produce no marbling (the hallmark of quality beef), and have so much muscle over their hind quarters that they cannot walk naturally. As with dairy cows and hogs, beef cattle have also been bred to have minimal bone, leading to joint disease, pain, and a limited life-span.

♥ The antibiotics present in the feed create an ideal environment for growing bacteria resistant to the antibiotic, which then makes the antibiotic useless to humans, particularly against food-borne pathogens.

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Why more labels?



♥ Cattle have been living with and sustaining humans for at least 7,000 years, and probably much longer. They provide people with milk, meat, leather, and power. Cows were used for transportation and tillage long before the horse. An ox is three times (by weight) stronger than a horse, and much hardier.

♥ Traditional-breed cattle cannot survive in feedlots. They have naturally adapted to the climatic and forage conditions of their native lands, and such, are called "land-race" breeds. They process food and grow at a natural rate, which is about half as fast as cattle which have been intensively hybridized for factory farms. As heritage-breed cattle do not grow as fast, they are not harvested before maturity, making their meat more flavorful and of better-quality (just like vine-ripened heirloom variety tomatoes).



Heritage
**Traditional
Breed**
Flavor, Tenderness,
Sustainable Husbandry

♥ In their native environments, land-race cattle are hardy, and thrive on a meager natural diet of grasses and forbs. They are naturally good mothers, and can live long, healthy lives, producing as many as fifteen calves.

♥ Under natural conditions, cows help maintain a natural grassland ecosystem by eating invasive weeds, aerating the ground with their hooves, allowing rain water to penetrate the soil, which is then enriched with manure. Unlike sheep, they cannot eat the grasses so low as to prohibit regrowth.

♥ Most breeds of cattle have horns, both cows and bulls. These horns help them to protect themselves and their young. Cattle only have eight teeth, all on the bottom jaw; they can neither kick nor bite, so their horns are their only defense against predators.

♥ Before WWII, cattle were prized for their ability to give both meat and milk. Since the advent of large-scale, industrialized (factory) farming, cattle have been specialized into two distinct body-types: meat and dairy. The once-ubiquitous, useful, thrifty family cow now survives as a handful of rare, traditional breeds.

♥ Since 1927, the USDA has graded beef. Heritage breeds, once prized for the flavor and tenderness of their meat are now again becoming popular as people turn away from tasteless meat that has been raised in unhealthy, inhumane, and environmentally destructive industrial farms, and fed a diet of growth hormones, antibiotics, animal waste, and genetically engineered grain.

♥ Unsurprisingly, naturally pastured beef has nutrients in the proportion that is best for humans. After all, we've been eating them for at least 20,000 years!