

News Release

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Chisholm Trail Longhorn Beef Provides a Healthier Taste of Texas at Local Retail Store

Texas-raised, 100-percent grass-fed longhorn beef available at several new locations throughout Lone Star State.

DALLAS – March 6, 2012 – Texans' taste buds can't seem to get enough of [Chisholm Trail Longhorn Beef](#)'s tastier, healthier red meat. Earlier this year, Chisholm Trail partnered with Dallas' new [Sundown at Granada](#), and now the beef co-op is announcing its partnership with [My Rancher Country Market](#) to offer Texas-sized hamburger patties and ground beef for Lone Star residents and travelers alike to purchase the very best locally-grown, healthy meat products.

"Texans share a unique pride in their state culture you won't find anywhere else, including a deep loyalty to the products and services they buy," said Doug Robbins, owner of My Rancher Country Market. "Few people can say they have actually had 100-percent, all-natural, grass-fed Lone Star beef, and Chisholm Trail helps to provide our shoppers better-tasting, healthier red meat from right here in Texas."

It is estimated that the average American meal with ingredients not locally-sourced travels about 1,500 miles from its origins to the dinner table. My Rancher Country Market provides its customers the freshest produce and meats, like Chisholm Trail ground beef patties which is raised without added hormones or unnecessary antibiotics. Additionally, raising cattle in stress-free environments, like those at Chisholm Trail ranches, makes for responsible, sustainable agricultural practices that preserve Texas soil.

"From local fields to your plate, Chisholm Trail works to provide the freshest and healthiest ground meat possible for every family to use in their meals," said Mike Crawford, Chisholm Trail Longhorn Beef partner. "We're excited that My Rancher Country Market is supporting local farmers, like us at Chisholm Trail, who follow sustainable ranching practices that truly embody the heart of Texas ranching."

In addition to increased quality and freshness, foods sourced from local farms and ranches drastically reduce the processing, packaging and fuel costs associated with transporting it long distances. Local shoppers can stop by My Rancher Country Market in Greenville, Texas, to pick up all-natural, lean cuts of Chisholm Trail ground beef and hamburger patties. As part of a complete, balanced diet, Chisholm Trail beef offers a lean, delicious red meat selection that contains fewer calories than ordinary beef, pork, lamb and most cuts of chicken providing a healthier alternative to many over-processed meat options found in the average grocery store.

My Rancher Country Market updates its offerings regularly to reflect availability of seasonal and specialty products found throughout Texas. Chisholm Trail Longhorn Beef can be found year-round at the store located in Greenville, Texas, at 2393 I-30 East from 10 a.m. to 6 p.m. on Monday through Saturday and from noon to 5 p.m. on Sunday as well as other [restaurants and retail locations](#) across Texas. For more information about My Rancher Country Market, visit: <http://www.myrancher.com/>.

About Chisholm Trail Longhorn Beef

Chisholm Trail Longhorn Beef is a rancher-owned and -operated cooperative that raises longhorns locally on family ranches around Texas. Chisholm Trail longhorns graze in pastures and thrive without added hormones or unnecessary antibiotics, placing far less stress on the natural environment than grain-fed cattle raised on factory farms. Chisholm Trail partners are focused on providing delicious red meat for healthy eaters and educating people on the nutritional significance of 100-percent longhorn beef. For more information, visit www.eathealthybeef.org.

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