

## ALL THE TASTE. NONE OF THE COMPROMISE.

With Chisholm Trail Longhorn Beef, you get the irreplaceable, unmistakable genuine beef taste you love without sacrificing anything for better health. Make it a kabob with sirloin, peppers and mushrooms, a juicy burger on a whole-wheat bun or a thick and delicious steak fresh off the grill. No matter how you enjoy your Chisholm Trail Longhorn Beef, you'll be thrilled to know that eating healthy can taste so good.



**"I can't say enough good things about high-quality, lean beef — especially Longhorn beef that's pasture-fed."**

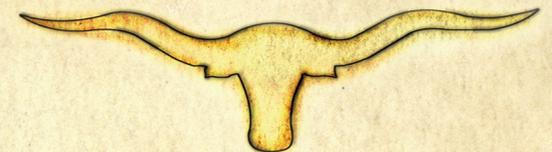
- Dr. Cliff Sheats,  
New York Times' Best-Selling  
Author of "Lean Bodies"



**CHISHOLM  
LONGHORN BEEF  
TRAIL**

[www.eathealthybeef.org](http://www.eathealthybeef.org)

**LEAN. LOCAL.  
DELICIOUS.**



**TEXAS LONGHORN BEEF**

## RED MEAT FOR HEALTHY EATERS.

Now you can have your steak and eat it, too. With Chisholm Trail Longhorn Beef, you get the delicious beef you love and a lean, healthy 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 lean, pasture-raised Longhorn steak has less fat, cholesterol and calories than almost any other meat or poultry available.

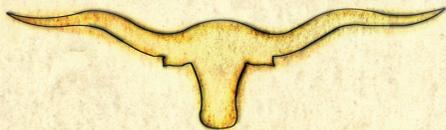
Unlike conventional beef, pasture-raised, grass-fed Longhorn beef is high in healthy omega-3 fatty acids. Omega 3s are prized for their ability to fight inflammation throughout the body, raise good cholesterol and lower bad cholesterol,

triglyceride and blood sugar levels. These acids, normally found in fish, can improve heart health, blood pressure and the effects of arthritis.



All that while you enjoy the irreplaceable, juicy flavor of honest-to-goodness beef!

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.



## FROM PASTURE TO PLATE.

Chisholm Trail Longhorn Beef is raised locally on small, family ranches where the longhorns are free to roam. These ranchers raise their Longhorns the way nature intended — allowing them to graze in pastures, eating the grass they’re supposed to eat, thriving without added hormones or unnecessary antibiotics.

Because of their natural diet and free-roaming activity, pasture-raised Longhorns from Chisholm Trail place far less stress on their natural environment than cattle raised conventionally. And this combination of diet and activity level is why Chisholm Trail Longhorn Beef is so much leaner and healthier than conventional beef from factory farms.



## NUTRITIONAL COMPARISON:

MEAT <i>(Based on 3.5 oz serving)</i>	CALORIES <i>(kcal)</i>	PROTEIN <i>(grams)</i>	FAT <i>(grams)</i>	CHOLESTEROL <i>(mg)</i>
<b>Longhorn Beef</b>	<b>140</b>	<b>25.5</b>	<b>3.7</b>	<b>61.5</b>
Bison	143	27.8	2.4	82.0
Chicken, white	173	30.9	4.5	85.7
Top Round	180	31.7	4.9	84.6
Turkey	170	29.3	5.0	75.6
Venison	207	33.5	6.4	87.5
Pot Roast	210	33.0	7.6	101.0
Lamb Leg	191	28.3	7.7	89.7
Pork Chops	202	30.2	8.1	82.7
Pork Loin	190	28.6	9.8	79.6
Lamb Chop	216	30.0	9.7	95.8
Chicken, dark	205	27.4	9.7	93.8
Ground Beef, lean	272	24.7	18.5	87.7
Ground Beef	289	24.1	20.7	90.0

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.

