

## News Release

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## Chisholm Trail Longhorn Beef Provides More Accurate Nutrition Information on the Package for Healthier Dietary Planning

*New labeling reveals longhorn beef contains nutritional qualities not found in other meat products*

**Dallas – May 10, 2011** – Texas-based beef co-op [Chisholm Trail Longhorn Beef](#) offers food lovers lean, delicious red-meat selections that are healthier than ordinary beef, pork, lamb and most cuts of chicken. As part of its initiative to help families develop improved diets through leaner, healthier meat choices, nutrition labels for Chisholm Trail products can now be found on all its meat packaging for families to use when meal-planning. The nutrition facts, based on [Covance](#) test results, list the number of calories, grams of fat, grams of protein and omega acids in each serving, based on a 2,000-calorie diet.

“Most people, myself included, struggle with determining the true nutrient contents of many cuts of meat and poultry found in stores,” said Mike Crawford, Chisholm Trail Longhorn Beef partner.

“More and more busy families want nutrition information they can quickly and easily understand, and at Chisholm Trail we feel it necessary to provide nutrition labels that will help our customers make better, more-informed decisions about what they’re eating.”

The labels, which satisfy a rule by the [U.S. Department of Agriculture](#) requiring nutrition labels on more than 40 of the most popular cuts of meat and poultry, provide single-serving, dietary guidelines for Chisholm Trail rib eye, sirloin, ground beef and cutlet products. At only 141 calories per 3-ounce serving, 4 grams of fat and 49 milligrams of cholesterol, a lean, pasture-raised longhorn steak and other longhorn beef products serve as healthy alternatives to chicken, turkey, lamb and venison with less fat, cholesterol and calories.

The natural Texas longhorn diet provides a great-tasting source of nutrients like protein, iron, vitamins B6 and B12, and omega-3, omega-6 and omega-9 fatty acids that contribute to a healthier heart and stronger immune system. Because of their natural, grass-fed diet and free-roaming activity, Chisholm Trail’s pasture-raised longhorns give customers a leaner, healthier red meat selection, compared to ordinary beef from factory farms.

“With Chisholm Trail Longhorn Beef, you will get a more flavorful red meat selection that fits right into your healthy diet,” said Crawford. “The key to a healthy lifestyle begins with healthy food, but it

is all too common for people to have trouble finding healthy red meat products that taste great, too. Chisholm Trail Longhorn Beef allows people to enjoy their juicy hamburgers and warm chili guilt-free and without sacrificing great taste.”

Chisholm Trail Longhorn Beef is served at Dallas’ Opa! Grill, Austin’s Chez Zee and The University of Texas’ Executive Chef, and Café on the Green, and the club restaurant at the Four Seasons Resort and Club in Las Colinas. Those who would like to cook Chisholm Trail Longhorn beef themselves can buy the products at Ann’s Health Food Market, Herb Mart and Natural Health Shop. Additionally, [Texas Daily Harvest](#) now offers delivery of products to locations and communities across North Texas through an online outlet.

To learn more about Chisholm Trail Longhorn Beef and the nutritional values associated with healthy beef, or for recipes, visit [www.eathealthybeef.org](http://www.eathealthybeef.org).

### **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 longhorn beef. For more information, visit [www.eathealthybeef.org](http://www.eathealthybeef.org).

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