

# Grass Run Farms

100% GRASS FED ANGUS BEEF

GRASS RUN FARMS | ANGUS BEEF | USDA GRADED



## 100% GRASS FED & FINISHED ANGUS BEEF, STRAIGHT FROM AMERICAN FARMS

Grass Run Farms cattle consume native, forage diets their entire lives and are born and pasture raised\* on family owned and operated cattle ranches in the U.S. so your customer can be confident their beef is raised and grazed in the USA. Our unwavering commitment to our production protocols and processing standards result in extraordinarily good beef.

## NO ANTIBIOTICS EVER ADDED HORMONES



### CLAIMS-BASED SHOPPERS DRIVE GAINS

5 OUT OF 10 SHOPPERS LOOK FOR BEEF RAISED IN THE US <sup>1</sup>

PERCENTAGE OF SHOPPERS THAT SAY THESE ATTRIBUTES ARE A PURCHASE PRIORITY: <sup>1</sup>

GRASS FED BEEF INCREASES TOTAL BASKET SIZE BY 179% <sup>2</sup>




- 44% RAISED IN THE USA
- 43% NO ADDED HORMONES
- 40% GRASS FED
- 39% NO ANTIBIOTICS EVER
- 34% HUMANELY RAISED
- 31% ORGANIC

Avg. Basket All Grocery	\$47
Avg. Basket Beef	\$105
Avg. Basket Grass Run Farms Beef	\$131



<sup>1</sup> Power of Meat, 2026 <sup>2</sup> Numerator, Shopper Metrics, Latest 52 Weeks Ending 9/7/2025  
\* Raised on farms and must have access to pasture at least 120 days a year.

## GRASS RUN FARMS BOXED BEEF SPECIFICATIONS

FEATURES	BENEFITS
 <b>100% GRASS FED ANGUS BEEF</b>	<ul style="list-style-type: none"> <li>• Consistent, formulated diet of grass and forages—no grain ever</li> <li>• Forages, along with fresh water, provide cattle with essential nutrients and energy</li> <li>• Angus genetics for superior quality</li> </ul>
 <b>NATURAL NEVER-EVER BEEF</b>	<ul style="list-style-type: none"> <li>• Cattle never receive antibiotics</li> <li>• No added growth hormones, ever</li> <li>• Exceeds USDA Natural definition of minimally processed, no artificial ingredients added</li> </ul>
 <b>ANGUS BEEF RAISED BY AMERICAN FARMERS</b>	<ul style="list-style-type: none"> <li>• Cattle are born, raised and harvested in the USA</li> <li>• Supplied by American family farms to ensure high-quality, American, grass finished beef</li> <li>• Pasture raised on farms and must have access to pasture at least 120 days a year</li> <li>• Harvested weekly at JBS Omaha</li> <li>• Cattle are harvested and processed in world-class, USDA-inspected facilities</li> </ul>

### QUALITY FACTORS

<b>QUALITY GRADES</b>	USDA Prime, Choice, & Select
<b>YIELD GRADE</b>	Over 80% Yield Grade 1, 2, & 3
<b>CARCASS SELECTION</b>	
<b>CARCASS CLASS (TYPE)</b>	Steers & Heifers
<b>MEAT COLOR REQUIREMENT</b>	No Dark Cutters
<b>AVG HOT CARCASS WEIGHT</b>	810 lbs
<b>MATURITY REQUIREMENT</b>	A Maturity, <30 Months



### RECOGNIZED BY THE U.S. ROUNDTABLE FOR SUSTAINABLE BEEF

The USRSB works to continuously improve the beef supply chain by developing sustainability metrics and guides that measure progress. On behalf of Grass Run Farms, JBS USA is a founding member of the USRSB and a current member of the board of directors.

## HISTORY AND VISION

The Jepsen family of Dorchester, Iowa, founded Grass Run Farms in 2008 in efforts to produce high-quality grass fed beef. Today, Grass Run Farms remains focused on careful production and practices through strong relationships with individual ranches who raise cattle to meet our strict specifications.

**ALWAYS AMERICAN,  
GRASS FED FOREVER**

