

BENEFITS OF GRASS FED BEEF

Human Health Aspects

- Lower fat (and saturated fat)
- Higher omega-3 – linolenic acid and longer 'chain' EPA and DHA
- Higher in vitamin E.

Environmental Aspects

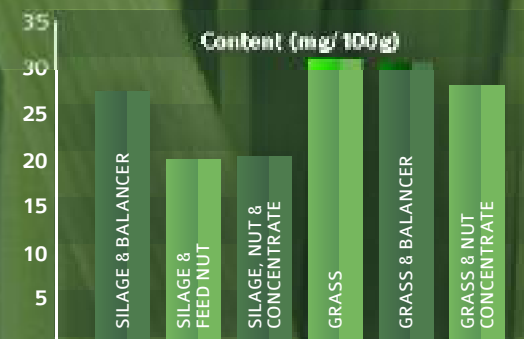
- Carbon footprint – is lower than cereal based beef production associated with capture and storage of carbon by grassland and hedgerows
- Pasture farms have higher wildlife including insects, birds and mammals
- Grazing returns nutrients and organic matter to the soil helping to support soil fertility and health status
- Pasture including legumes (i.e. white clover) support reductions in artificial fertilizer use
- Reduced use of imported soya in feed.

Farmers

- Natural diet for ruminants
- Product to command a premium
- Cost efficient form of production
- Natural feeding through grassland management – utilising a resource humans cannot digest
- Resource utilisation – i.e. ruminants evolved to eat grass not cereal based diet
- Ethical reasons i.e. grass vs grain and geography of the UK / EU i.e. approximately 70% of all farmland being marginal land i.e. not premium land suited to arable use
- Carbon sequestration (trapping carbon in unploughed fields)
- Nitrogen fixing (use of legumes / clovers) therefore less use of fertilisers etc.



GRASS-FED BEEF HIGHER IN OMEGA 3

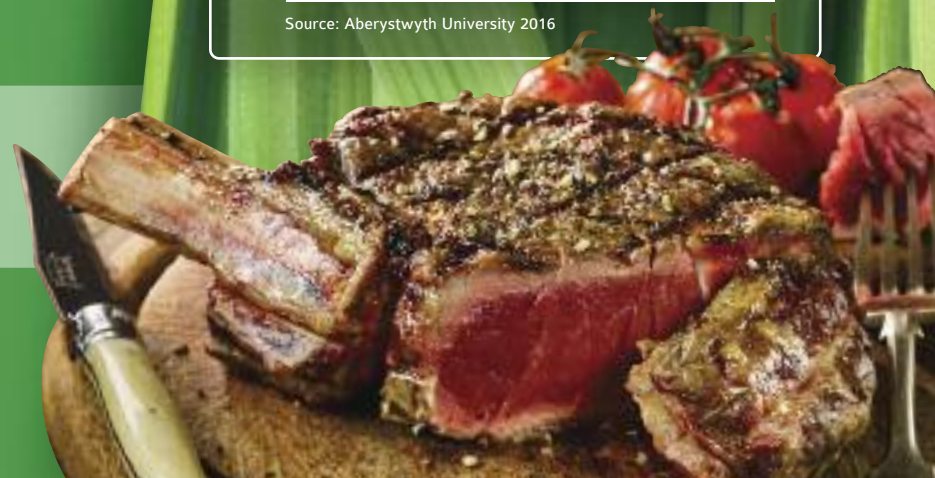


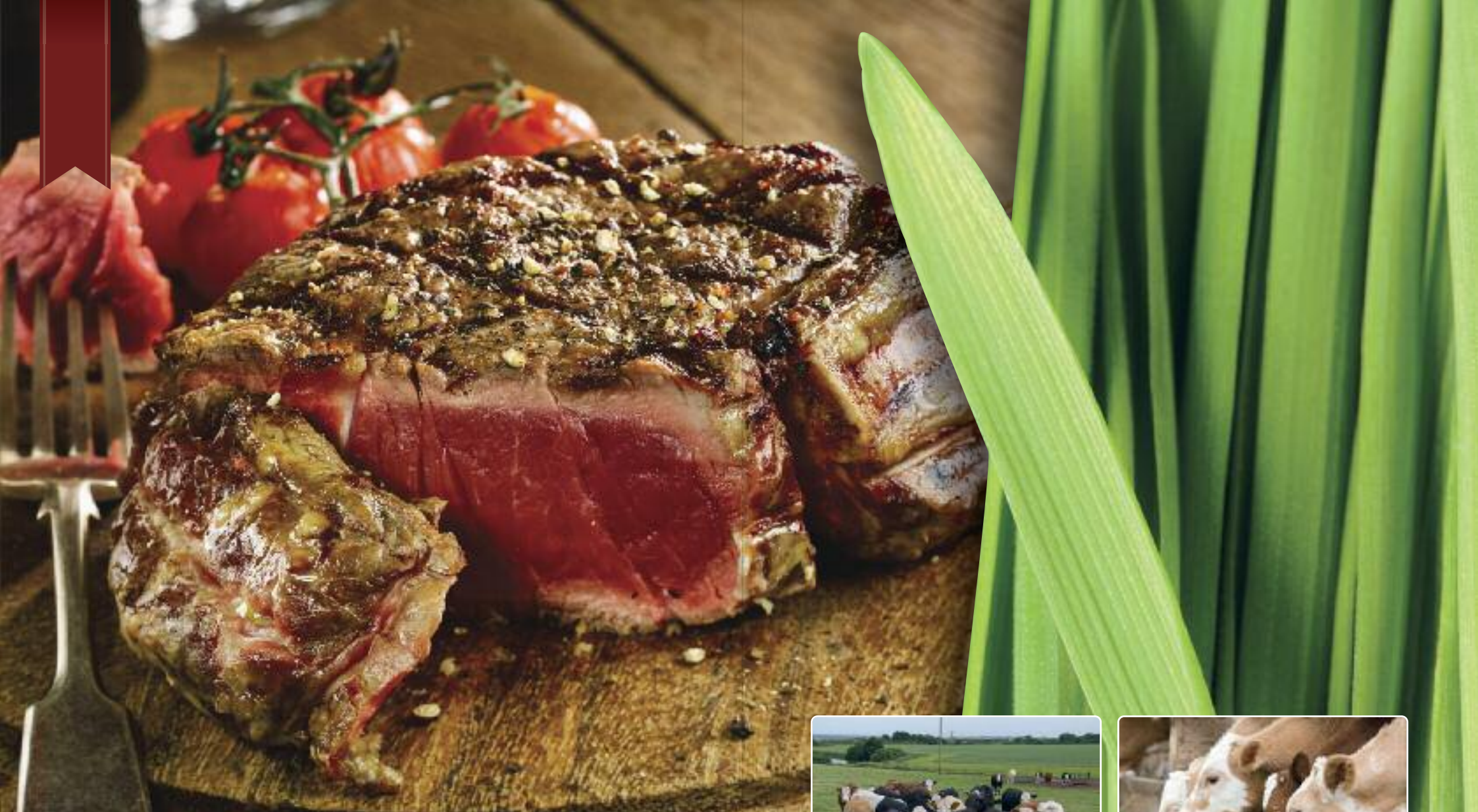
Source: Aberystwyth University 2016

PROTOCOL: 80% GRASS BASED DIET / NATIVE BREED CROSS – PREDOMINANTLY GRASS FED



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BENEFITS OF GRASS FED BEEF



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THE MEAT SCIENCE

Post abattoir processes are employed to ensure that every possible measure has been taken to ensure a guarantee of eating quality of Celtic Pride Premium Beef.

Factors affecting meat eating quality can be defined as:

Pre-slaughter effects

Age, sex, breed, nutrition, daily live weight gain, transport, pre-slaughter handling.

Post-slaughter effects

Muscle fibre shortening / stretching during rigor mortis, post rigor ageing / tenderisation, fat content and amount of connective tissue.

To ensure consistent and improved eating quality all Celtic Pride beef is / has:

- Under 30 months
- A maximum of four movements in lifetime
- A strict transport protocol

- Handled consistently to avoid stress
- Monitored to avoid the mixing of cattle groups
- Measured to give farmers expected Daily Live Weight Gain (DLG) and Finishing diets
- Close liaison and communication between CPPB / Farmers / Processors
- From steers and heifers only
- 80% grass based diet – ensuring source of Vitamin E which optimises the colour and flavour stability of beef.

All carcasses are:

- Electrically stimulated (to avoid cold shortening and muscle toughness due to chilling processes post slaughter)
- Hip suspension (for optimal eating quality of hindquarter and steak cuts)
- Carcase maturation – seven days on the bone and 14 days in the bag before release i.e. 21 days maturation. Dry aged steaks may be aged 28 / 35 days. Rump, loins and foreribs will be typically held on the bone at 2/3°C and RH of 8½%
- Minimum fat class 3 and conformation 0
- Monitor ultimate PH (ideally 5.5-5.8).



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THE MEAT SCIENCE: OUR 5-STEP PROCESS



1 Beef is electrically stimulated to encourage a rapid fall in PH ensuring rapid onset of rigor mortis and reducing the incidence of cold shortening due to chilling of carcass post-slaughter. There is also evidence to suggest a positive tenderisation of the meat occurs due to electrical stimulation.

2 Carcasses are hip-suspended and forequarters extra-stretched. Suspending a carcass from the hip rather than the achilles tendon, stretches loin and butt muscles and avoids contractions before rigor mortis leading to increased tenderness in the muscles.

3 Hindquarter cuts will be matured for a minimum of 21 days allowing for developing tenderness and flavour as naturally occurring enzymes break down connective proteins in the meat.

4 All forequarters go through a muscle profiling process, identifying value added cuts.

5 Extended maturation for Celtic Pride Extra Matured Beef is achieved through a process called 'Dry Aging'. This process develops the tenderness and intensity of flavour in the meat by carefully controlling time, temperature, air flows and relative humidity of the holding environment. The aging period can vary from 10-28 days but beef can be successfully dry aged up to 90 days. The longer it is hung on the bone the higher the evaporative losses and the resultant yield is lower.

SUSPENDING A CARCASS FROM THE HIP RATHER THAN THE ACHILLES TENDON, STRETCHES LOIN AND BUTT MUSCLES



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PRODUCER PROTOCOL

Beef marketed under the Celtic Pride brand will be produced and processed in Wales to meet the highest standards of quality, health, taste, flavour and safety.

These standards will be achieved by the adoption of best practice in production, procurement, processing and further cutting.

The beef will be produced from cattle born, reared, finished and slaughtered in Wales from farming systems based on a predominance of forage in the lifetime diet.

This producer protocol stipulates the required standards and qualities suppliers will meet.

Producer Farms

The Farms producing Celtic Pride Premium Beef are:

- Registered holdings in Wales
- Registered under a recognised farm assurance scheme

All cattle will be born, reared and finished on Welsh registered farms.

Suppliers to Celtic Pride Premium Beef will agree to make farm premises, land, livestock and livestock identification and movement records available for inspection by Celtic Pride Limited.

A Celtic Pride Premium Beef Producers Club has been established. Club activities include carcass classification and best practice in selection for slaughter.



PROTOCOL: ALL CATTLE MUST BE BORN,
REARED AND FINISHED ON WELSH FARMS.
FROM THIS A CELTIC PRIDE PREMIUM
BEEF PRODUCERS CLUB IS ESTABLISHED



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PRODUCER PROTOCOL

Production System

Cattle supplied to Celtic Pride Premium Beef will be reared and finished in semi-intensive or extensive systems of production in which grass and other home grown feeds form the major part of the animal's lifetime diet. These cattle will:

- Be steers and heifers of at least 14 months, and no more than 30 months of age at slaughter
- Be the progeny of a 100% beef breed sire
- The animal should have at least one summer grazing at pasture in its lifetime
- Animal growth rate should be maintained at approximately 0.6-0.9 kg/d throughout the main growth period
- For 60 days prior to slaughter should be maintained at 1-1.2 kg/d
- It is recommended that compounds and any other supplementary feeds to the forage based ration shall not comprise more than 40% of the total dry matter intake at any point in its lifetime
- A maximum of 4 movements during the animals lifetime including the final move to the abattoir.

Breeds and Identification

Cattle supplied to Celtic Pride Premium Beef will be:

- Born on registered farms in Wales
- Producers will provide / make available individual dam and sire breeding records (e.g. AI Certificates; pedigree registrations; identification records) for inspection (where applicable) within reasonable conditions of request
- Individual animal identification and movement records based on ear tags meeting statutory requirements must be fully maintained. Methods of electronic identification which become recognised for official Wales/ UK record purposes will then be acceptable to this scheme.

The Return to the Producer

The farmer will sign a contract on joining the Celtic Pride Beef Project. Individual animal identifications will allow monitoring through the animal's lifetime.

A premium is paid to producers who supply qualifying cattle to the scheme.

- Ask to see the Celtic Pride Premium Beef grid
- Join the Celtic Pride Premium Beef Project.



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OUR PRODUCTS



Striploin

Product Code: 10043

Pack Size: 4per box – 6 to 9 kilo available



Fillet / Tenderloin Steak

Product Code: 1653

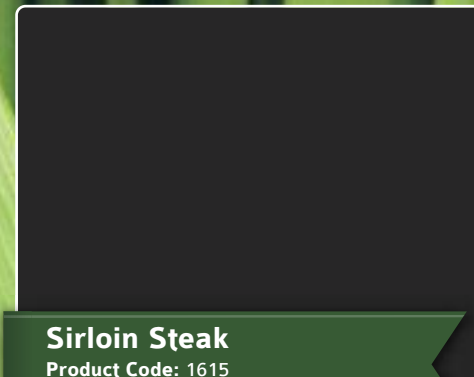
Pack Size: 40per box – 4 to 12oz. available



Rump Pave Steak

Product Code: 1605

Pack Size: 40per box – 4 to 12oz. available



Sirloin Steak

Product Code: 1615

Pack Size: 40per box – 12 to 18oz. available



Rump Steak

Product Code: 1602

Pack Size: 40per box – 6 to 20oz. available



Rump Cap / Pincania

Product Code: 10058

Pack Size: 20per box – 1 kilo approx



Whole Silverside

Product Code: 10023

Pack Size: 2per box – 12 kilo each



Whole Rump on Bone

Product Code: 10057

Pack Size: 1per box – 13kg approx.



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OUR PRODUCTS



Buffalo Ribs x 5 Bone

Product Code: 11512

Pack Size: 10 racks per case – 1kilo each



Sirloin Steak on Bone

Product Code: 1618

Pack Size: 24per box – 12 to 24oz available



Fillet Steak on Bone

Product Code: 1654

Pack Size: 40per box – 12 to 16oz available



Whole Sirloin on Bone

Product Code: 10004

Pack Size: 1per box – 13kg approx.



Rib Eye Roll

Product Code: 100353

Pack Size: 5per box – 3 kilo approx.



Rib Eye Steak

Product Code: 1633

Pack Size: 40per box – 8 to 20oz available



Bolar / Chuck Tender

Product Code: 1104

Pack Size: 10per box – 1 kilo each



Whole Feather Blade

Product Code: 11011

Pack Size: 10per box – 1 kilo approx.



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