



Angus Pure and Natural



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Angus Pure

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Attributes of Angus Pure

- * From Angus cattle, the Premium Breed
- * Free from Antibiotic treatments
- * Fully Traceable from Grower to Consumer
- * Independently Verified for breed
- * Enjoy the Natural eating experience
- * Free from Hormone Growth Promotants
- * Naturally grazed on Australian quality pastures
- * Eating Quality Assured for flavour and tenderness
- * Graded for quality by using Meat Standards Australia

Beef Raised as Nature Intended

Angus Pure® Natural Beef was established in 2009 when an alliance was formed between Certified Australian Angus Beef Pty Ltd and T and R Pastoral, now known as Thomas Foods International Pty Ltd located in Murray Bridge, South Australia. Thomas Foods International is the exclusive processor of Angus Pure®. Angus Pure® was developed in response to consumer demand for a high quality pasture fed Angus Beef produced naturally; pasture fed, free from antibiotics and Hormone Growth Promotants.

Australian Angus cattle producers wholly own Angus Pure®, the Natural Brand. They produce beef that has been naturally raised in the lush grazing regions of South Australia,



from the Barossa to the Limestone Coast and beyond. Angus breeders and growers of Angus Pure® cattle have focused their efforts and vast experience in producing young Angus cattle that meet the high expectations of a modern consumer requiring beef that is not only raised in a natural environment but also meets their eating enjoyment expectations. Angus Pure® natural beef is fully traceable from grower to consumer utilising DNA technology provided by Zoetis Australia®. Angus Pure® carcasses are graded for quality using MSA grading to ensure an eating quality outcome that consistently delivers high quality Angus Pure® branded beef that is healthy, flavoursome and tender, the core promise of Angus Pure®.



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