



®



# Angus Pure and Natural

[www.anguspure.com](http://www.anguspure.com)



**good food**  
distributors

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## Attributes of Angus Pure

- \* Angus the Premium Breed
- \* Free from Antibiotic treatments
- \* Fully Traceable from Paddock to Plate
- \* Independently Verified
- \* Enjoy the Natural eating experience
- \* Free from Hormone Growth Promotants
- \* Naturally grazed on Australian quality pastures
- \* Graded for quality by MSA
- \* Eating Quality Assured for flavour and tenderness

### Beef Raised as Nature Intended

Angus Pure Natural Beef® was established in the November of 2009 when an alliance was formed between Certified Australian Angus Beef Pty Ltd and T&R Pastoral Pty Ltd located at Murray Bridge in South Australia.

Angus Pure was developed as a response to the recognized consumer demand for a high quality pasture fed Angus beef product produced naturally; pasture fed, free from antibiotics and hormone growth promotants.

The Angus Pure Natural brand represents Angus beef that has been naturally raised in the lush grazing regional's 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 paddock to plate utilizing DNA technology provided by Pfizer Animal Genetics. Angus Pure® carcasses are graded for quality using the MSA grading system to ensure an eating quality outcome delivering high quality consistent Angus Pure® branded beef that is Healthy, Flavorsome and Tender, the core promise of Angus Pure®.

For further information contact your  
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