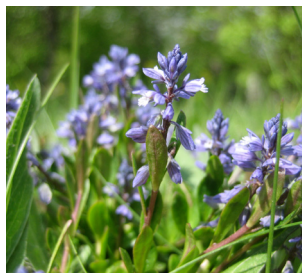


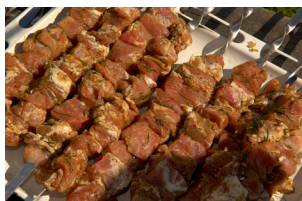
PASTURE BEEF



Cattle grazing semi-natural grasslands.



Many flowers, like the Elder-flowered Orchid (top) and Common Milkwort (bottom), are dependent on managed semi-natural grasslands. To survive and produce seedlings the high grass and brush needs to be removed by grazing or mowing.



Pasture beef is well marbled and matured for at least 2 weeks before reaching the customer.

WHAT IS PASTURE BEEF?

Pasture Beef is an environmentally friendly high quality meat from animals that graze semi-natural grasslands. Farmers are paid for managing a bio diverse landscape whilst producing tasty, healthy profitable food, a good example of a “farmers double mission”. WWF Sweden have worked for more than 20 years with the concept.

WHY PRODUCE PASTURE BEEF?

Compared to beef from cattle raised indoors, Pasture Beef has the following advantages:

Tasty and tender meat is produced by cattle that grow slowly and graze a variety of natural herbs.

Good animal welfare where the animals live a natural life on grasslands every summer and eat a high fibre diet in the winter.

Healthier meat is produced by cattle fed on grass. The meat have high amount of healthy fatty acids, vitamin E and other antioxidants.

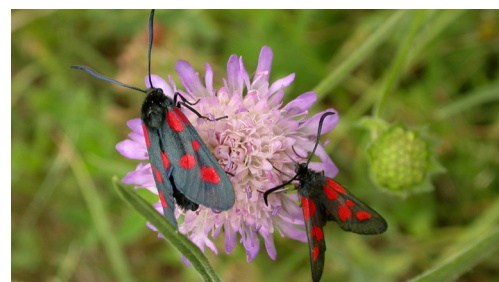
Better for the climate as permanent grasslands can absorb carbon in the ground and store carbon dioxide in the plants. Net emission from cattle on grasslands is low.

Reduced nutrient run-off when fields are used for winter grass production that are cultivated much less than grain fields. Semi-natural grasslands are never fertilized and have zero nutrient loss.

Energy efficient as producing pasture beef uses 5-8 times less energy than cattle bred indoors on a high grain diet.

Increased biodiversity and open landscapes are created by animals grazing semi-natural grasslands.

Economically profitable due to low costs for grasslands, higher payment for Pasture Beef and high agro-environmental support which is a big part of the profit from this concept.



Semi-natural grasslands can produce both quality meat and biodiversity. One square decimeter of these grasslands can house over 30 different plant species, which also attracts a variety of butterflies like these endangered Burnet Moths.

PRODUCTION CRITERIA FOR PASTURE BEEF DEVELOPED BY WWF SWEDEN

- The animals are kept on grasslands during the whole vegetation period.
- At least 50 % of the grazing areas are classified as semi-natural pastures.
- Each animal spends at least 50 % of the grazing period on semi-natural pastures.
- Winter feed is grass based with a minimum of 70 % hay/silage in the total winter rations.
- Non-certified soya or palm oil is not allowed in the concentrate part of the rations.
- Only meat from heifers, steers and young cows (calved once) is marketed as “Pasture Beef”.
- The meat is well marbled and matured for at least 2 weeks before reaching the customer.

WHAT DOES IT TAKE TO SUCCESSFULLY PRODUCE AND MARKET LOCAL PASTURE BEEF?

- A dedicated association of beef producers.
- Capacity building for beef producers, industry representatives and sales staff.
- Raising the production standards to meet the Pasture Beef criteria.
- Creating an industrial network with slaughter, cutting and transportation possibilities.
- Building market access to shops, restaurants, hotels, conference facilities, schools etc.
- Securing a mix of customers that creates a market for the whole Pasture Beef carcass.
- Outline a marketing strategy with production of sales material, advertising and activities.

It is recommended that Pasture Beef gets Quality Assurance in an organized way to set production rules and guarantee high quality towards consumers.

READ MORE

www.wwf.se/naturbete
www.eatwild.com
www.efncp.org



The Red Dairy Breed, given enough time to grow and a good start as a calf, can also produce well on semi-natural pastures. Dairy breeds are also allowed in the Pasture Beef concept.

WHAT IS SEMI-NATURAL GRASSLAND?

Semi-natural grasslands have been created through traditional management of grasslands, by grazing or mowing, which has led to a high diversity of species. Semi-natural grasslands are not suitable for plowing, are not significantly affected by earlier application of fertilizers or herbicides or improved for production in other ways. Semi-natural grasslands are often entitled to agri-environmental payments. Grazed arable fields are not semi-natural grasslands.



Calves from beef breeds are always raised by their mothers in the Pasture Beef concept.

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