

What is the *Certified Angus Beef*[®] brand Natural?

- The same high-quality product that consumers enjoy with the *Certified Angus Beef*[®] brand, raised naturally.
- Cattle are NEVER given hormones or antibiotics, EVER.
- They are fed a 100% vegetarian diet.
- Cattle are traceable to place of birth.
- Product is minimally processed without artificial ingredients.
- Less than 1% of beef is good enough to become *Certified Angus Beef*[®] brand Natural.

Certified Angus Beef[®] brand Natural ...

The way it was meant to be.



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NATURAL
Certified Angus Beef® brand

May Ranch
Walton, Nebraska



A diversified farming operation

For Kim May, raising Angus cattle started as a sideline. His hay, corn, beans and alfalfa crops were his first priority, but wasn't long before he realized that adding livestock to graze the grassy niches would maximize the efficiency of his 5,000-acre farm in southeast Nebraska.

Today, May has 150 cows. He appreciates the Angus breed and knows it can be counted on to deliver the quality that customers demand. Each one is identified,

and they're raised the natural way – no antibiotics or hormonal implants are used, and they're never fed any animal by-products or fats.

Happy cattle, happy farmer

The cattle, May says, have become an integral part of his farm over the past 20 years.

"They have a place here, and we even have an emotional attachment to them," May says. "When they are happy, we are happy."

He's making it a goal to keep improving the herd. His bulls have been DNA tested, and May will use that information to ensure future generations of cattle will have the highest quality traits.

Sharing natural quality with customers

Consumer demand is increasing for naturally raised beef, May notes. He's committed to helping meet that need.

"Natural beef is very well received," he says. "I think there is a certain percentage of people who will always prefer it."

Certified Angus Beef® brand Natural is raised by farmers and ranchers, like May, who are dedicated to environmental stewardship and producing only the best.



Kim May

