

TRANSPORT AND SLAUGHTER

Inhumane Treatment: Highly stressful environment **The Ideal Situation:**



PUBLIC SAFETY



E. Coli Contamination Risk Level: HIGH

amputations, and more.

Due to the effects of intensive grain feeding and confinement.

Mad Cow Prion Contamination

Risk Level: HIGH Due to being fed animal byproducts.

Virulent and Antibiotic Resistant **Bacteria Contamination**

Risk Level: HIGH Due to routine antibiotic use.



E. Coli Contamination

Risk Level: LOW Due to use of pasture and grassfed systems, especially those without confinement.

Mad Cow Prion Contamination

Risk Level: LOW

Due to animal byproducts NOT being used in feed.

Virulent and Antibiotic Resistant Bacteria Contamination

Risk Level: LOW Due to antibiotics NOT being used daily or at all.

• High-stress environments prior to slaughter increase stress hormone levels in the meat, making it tougher.

 Industrial feed — grains, animal byproducts and manure — results in poorer quality meat including a poorer fatty acid profile.



MEAT QUALITY

- Lower stress environment of slaughter makes for higher quality meat.
- When Grassfed:
- Better fatty acids including
- omega-6 and omega-3.
- Contains better enzymes.
- Higher levels of Vitamin E and Vitamin A.



