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Now at Outpost: Wisconsin 100% grass fed beef – a meal you can trust

With national beef recalls sadly becoming the norm these days, it's hard to feel good about the meat you buy at the supermarket. Who do you trust? Most people probably don't know there's a local option to the factory-produced beef from mega meat packing plants: 100% grass fed Wisconsin grown beef.

Wisconsin farmers producing 100% grass fed beef raise their cattle to live and eat the way nature intended – out on the open meadow. Healthy pastures and hay produce healthy, stress-free animals. There's no need for antibiotics or hormones because they aren't confined, eating an unnatural diet. And since these cattle are never fed grains, there's no chance they'll ever eat genetically modified corn, chemical pesticides and herbicides or other animals! In fact, the rotational grazing practiced by farmers actually benefits the farmer, the cattle and the environment.

GOOD NEWS! Unlike other area grocers offering grass fed beef, Outpost Natural Foods is the only grocer to offer *exclusively* Wisconsin grown and processed grass fed beef! Look for delicious fresh cuts, hand-ground beef and ample roasts in the fresh meat case. We know our cattle farmers by name - just ask our butchers!

Wisconsin 100% grass fed cattle

- live out their entire lives on Wisconsin family farms
- never spend time in unhealthy and hazardous confined animal feeding operations
- have naturally lean meat higher in Omega-3 fatty acids and protein
- are naturally lower in cholesterol
- taste like the rich clean pastures they were raised in
- are processed at smaller, local, plants
- supports a local, vibrant, rural economy right here at home

Learn more about the benefits of 100% grass fed beef by visiting EatWild at www.eatwild.com/basics.html.

Celebrating its 39th year serving the greater Milwaukee area, Outpost Natural Foods Cooperative operates three successful locations at 100 East Capitol Drive, Milwaukee, 7000 West State Street, Wauwatosa, and 2826 South Kinnickinnic Avenue, Milwaukee. Co-owned by over 13,750 individuals from Southeastern Wisconsin, it employs nearly 350 people, as well as publishes a free monthly food and wellness magazine (The Exchange). Outpost Natural Foods is the fourth largest cooperatively owned natural food grocer in the country, by sales volume. We've been a green business supporting natural, organic and local before it was cool.