

PIEDMONTESSE BEEF

Beef continues it's tradition as America's preferred meat.

TODAY & EVERYDAY

Studies prove there are significant differences in beef quality from the various cattle breeds.

One breed carries a unique gene that consistently produces beef that is lean, tender, low in cholesterol and calories, but rich in essential fatty acids - Piedmontese.



Photo courtesy of Montana Ranch Brand. Copyright 2004

Piedmontese beef has consistently proven in USDA studies to be more TENDER while also being the LEANEST of breeds compared.

It is a genetic feature of the breed.

Piedmontese Beef ...
a wise choice, naturally

TRUE PRODUCT EXCELLENCE

PIEDMONTESSE LEAN TENDER HEALTHFUL BEEF

**IT'S WHAT
YOU HAVE
BEEN ASKING FOR!**

Thanks to a specific gene - a form of myostatin - natural to the Piedmontese breed, you can have all the nutritional benefits & flavor of beef that is healthful, low-fat, low in cholesterol & calories, but rich in essential fatty acids & tender every time...

Contact your local supplier:



205 Stony Mountain Rd
Auburn, PA 17922
570-754-3104 Phone
570-754-3124 Fax
www.stonymountainranch.net
beef@stonymountainranch.net

Disclaimer: please be aware that the statistics reported in this brochure are indicative of tested samples only. NAPA does not guarantee that any or all Piedmontese beef products will meet the standards expressed in this brochure. NAPA has compiled accurate statistics and comparisons in this brochure, but cannot claim or support other's claims that any Piedmontese beef product will equal these attributes.

For further information on the Piedmontese breed

The North American Piedmontese Association (NAPA)

PO Box 1915, Billings, Montana USA 59103

Phone: 306-329-8600

Email: NAPA@yourlink.ca

Website: www.piedmontese.org



PIEDMONTESSE

BEEF



Photo courtesy of Montana Ranch Brand. Copyright 2004

QUALITY BEEF FOR TODAY'S

HEALTHFUL LIFESTYLE

THE HEALTH BENEFITS

Cholesterol, Calories, Protein & Fat Content per 3.5 oz or 100g serving

	CHOL	CAL	PROTEIN	SATFAT	TOTAL FAT
Chicken (skinless) NDB 05096	83 mg	119	19.65g	1.0	3.91
Pork (composite raw) NDB 10187	67 mg	216	18.95g	5.28	14.95
Sockeye Salmon NDB15085	62 mg	168	21.30g	1.495	8.56
Piedmontese (1-copy) GrassFed Ribeye untrimmed*	31 mg	118	26.37g	0.59	1.38
Bison Ribeye trimmed to 0 fat NDB 17267	71 mg	113	21.40g	0.885	2.40
Grass Fed Beef Strip Loin (lean only) NDB13000	55 mg	117	23.07g	1.032	2.69
Traditional Beef NY Strip USDA Prime NDB13915	67 mg	281	19.00g	9.08	22.17
Piedmontese (1-copy) NY Strip USDA Select**	53 mg	149	21.88g	2.63	7.00
Traditional Beef NY Strip USDA Select NDB13913	55 mg	224	20.59g	6.067	15.04
Piedmontese (1-copy) NY Strip USDA Choice**	48 mg	184	21.98g	4.38	11.38
Traditional Beef NY Strip USDA Choice NDB13911	58 mg	232	20.63g	6.44	15.95

**Piedmontese Beef listed above represents current individual retail cuts - MRB - from Midwest Analytical Laboratory. *Grass Fed Piedmontese listed above circa 2009 from Warren Analytical Lab #0900398. All other data from USDA National Nutritional Data Base with reference sample numbers given as NDB#

Polyunsaturated Fats contain those *good* Essential Fatty Acids (EFA) that our bodies cannot make, but must receive from our food. EFA are known to improve disease resistance & over-all health, nourish the brain & may reduce cholesterol.

	Total Lipids (Fat)	Polyunsaturated Fats	EFA 18:2 CLA	EFA 22:6(n3)DHA	Cholesterol
Beef Choice NY Strip trimmed to 0 - raw USDA NDB 13911	15.95 g/100g	0.607 g/100g	3.90 mg/100g	0.0	58 mg
Sockeye Salmon USDA NDB 15085	8.56 g/100g	1.879 g/100g	3.80 mg/100g	6.53 mg/100g	62 mg
Piedmontese 1-copy Ribeye Genotype Effects on Cholesterol & Fatty Acids, Rule, Rule, Short, Grings, MacNeil - USDA	10.52 g/100g	0.155 g/100g	6.10 mg/100g	9.312 mg/100g	51.1 mg
Piedmontese 2-copy Ribeye Genotype Effects on Cholesterol & Fatty Acids, Rule, Rule, Short, Grings, MacNeil - USDA	5.30 g/100g	0.149 g/100g	2.68 mg/100g	9.165 mg/100g	51.4 mg

The USDA and other researchers have confirmed that, as a weight percent of total fats, Piedmontese Beef has the highest amounts of the *good* poly-unsaturated fats, the lowest amount of *bad* saturated fats and the highest percentages of Omega-3 Essential Fatty Acids (EFA) - for example, *DHA* the brain food.

"For consumers concerned about the healthfulness of the lipids (fats) they consume, the Piedmontese 2-copy genotype produced the leanest product with lipids that were composed of the most beneficial fatty acid profile of the genotypes compared."

[USDA: Genotype Effects on Cholesterol & Fatty Acids...Rule, Rule, Short, Grings, MacNeil]

European research confirms that Piedmontese beef contains significantly higher levels of Omega 3s than all other breeds studied.

DPA (22:5) is an essential fatty acid reportedly found in seal oil, that is effective to reduce bad cholesterol and fight heart disease.

Piedmontese beef contains more than 1.5 times the amount of DPA of any other breed tested.

[2006, the Mendel University of Agriculture, Czech Republic: research on 1-copy Piedmontese]

PIEDMONTESE BEEF

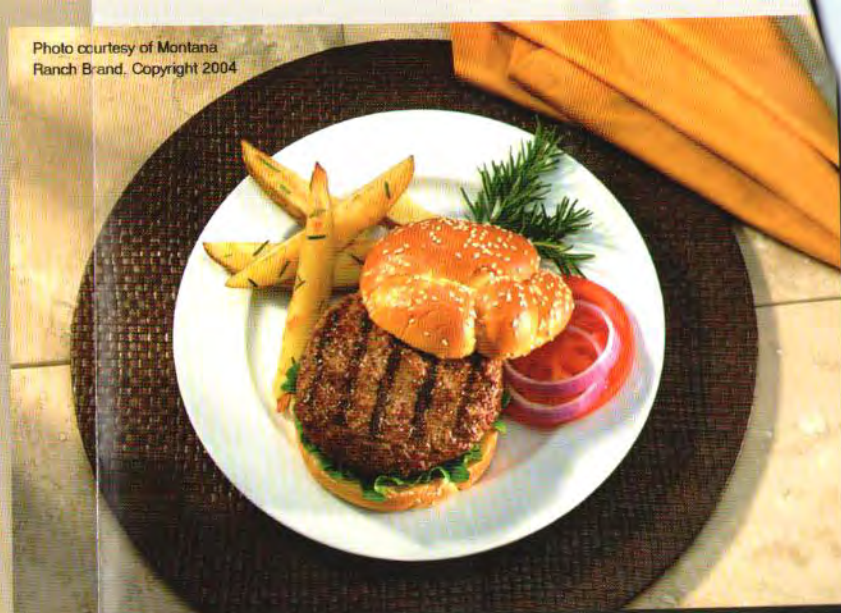
QUALITY FOR YOUR FAMILY EVERY TIME

Piedmontese Beef actually **COOKS FASTER!** Reduce cooking time by one-third to one-half, depending on personal preference. A real asset in today's busy lifestyles.

The American Heart Association recommends 300mg (or less) of dietary cholesterol per day. One serving of Piedmontese 1-copy beef amounts to 20% of this daily allowance.

Nutrient rich, a good source of Essential Fatty Acids, low in Saturated Fats, Calories & Cholesterol ... but Flavorful and Tender.

Photo courtesy of Montana Ranch Brand. Copyright 2004



Piedmontese

The Piedmontese cattle breed comes to us from the Alpine region of Northern Italy. These unique cattle have evolved over centuries in a pure environment & are today a truly efficient animal - genetically designed to produce low-fat, healthful tender beef. They carry a unique gene that consistently reduces fat while also improving tenderness. A fullblood Piedmontese will always carry 2-copies of the gene, while a crossbred may carry 1 or 2-copies. 1-copy Piedmontese beef will be significantly leaner & more tender than traditional beef, while 2-copy Piedmontese beef will be ultra lean. Here in North America, the Piedmontese influence gives us a choice in our beef fat content without compromising quality.

For further information contact:

THE NORTH AMERICAN PIEDMONTESE ASSOCIATION (NAPA)

Phone: 306-329-8600 PO Box 1915, Billings, MT 59103

www.piedmontese.org

with written consent from NAPA