

DAIRY AS CRAFT

THE BEAUTY OF TRADITION
IS THE POWER TO EVOLVE IT.



TRULY GRASS FED - THE NATURAL CHOICE

Truly Grass Fed is a premium grass fed dairy ingredient brand for Food and Nutrition companies to support and endorse their natural brands in market.

Truly Grass Fed is a revolution in modern dairy that hearkens back to the basics. Small herds and a passion for the art of farming. Clean, wholesome dairy made by happy, healthy cows who graze in open pastures. We're elevating dairy to a new standard.

THE TRULY GRASS FED BRAND SIGNIFIES



At least 95% naturally grass fed

Currently, 95% of our cows' diet is grass and silage (grass harvested during summer for use during winter) with the remaining 5% coming from concentrates.*



250 days on pasture

Truly Grass Fed cows spend most of the year roaming outdoors grazing as nature intended with access to shelter when the weather turns bad in the winter months.**



Independently verified

Truly Grass Fed products are Non-GMO Project Verified and Animal Welfare Approved.



Farmer-owned Co-op

Many Truly Grass Fed farms have been passed down through generations, and our farmers represent a mix of young, highly skilled entrepreneurs and seasoned veterans.



No artificial growth hormones

Truly Grass Fed dairy products are 100% free from rBST (also known as rBGH), a genetically engineered variant of a natural growth hormone produced by dairy cows.**



Environmentally responsible

Truly Grass Fed is as much about the quality of our dairy and the health of our cows as it is about the world they live in. Our seal represents our dedication to innovating efficiencies that will create a net-zero impact on the environment.

*Based on a 3 year average.

**No significant difference has been shown between milk derived from growth hormone-treated and non-growth hormone-treated cows.



Truly Grass Fed works in partnership with leading natural food brands. Displaying our seal on your brand signifies your commitment to a truly natural product.

WHY TRULY GRASS FED?

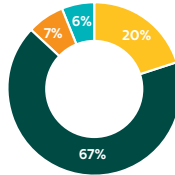
Taste The taste-test panels prove it: grass-fed products deliver a sensorial experience that is, in a word, exceptional.*

Nutritional Benefits All milk is not created equal. In fact, studies* show that certain bioactive ingredients appear in higher concentrations in milk produced by grass-fed vs. grain-fed cows.

Quality Our products are fully traceable and minimally processed blending natural factors with expert craftsmanship to deliver the best possible results.

CONSUMER INTEREST IN GRASS FED DAIRY

87% of consumers are interested in Grass Fed Dairy**



- Very interested
- Interested
- Not interested
- Not at all interested

THE TRULY GRASS FED INGREDIENTS PORTFOLIO



BUTTER



CHEESE



WHEY PROTEIN



MILK PROTEIN



CASEIN



POWDER

Our Truly Grass Fed ingredients range supports brands with a natural ethos in the following sectors:



Lifestyle & Sports Nutrition



Clinical Nutrition



Infant Formula



Premium Confectionery & Indulgences



Cheese Production



Bakery

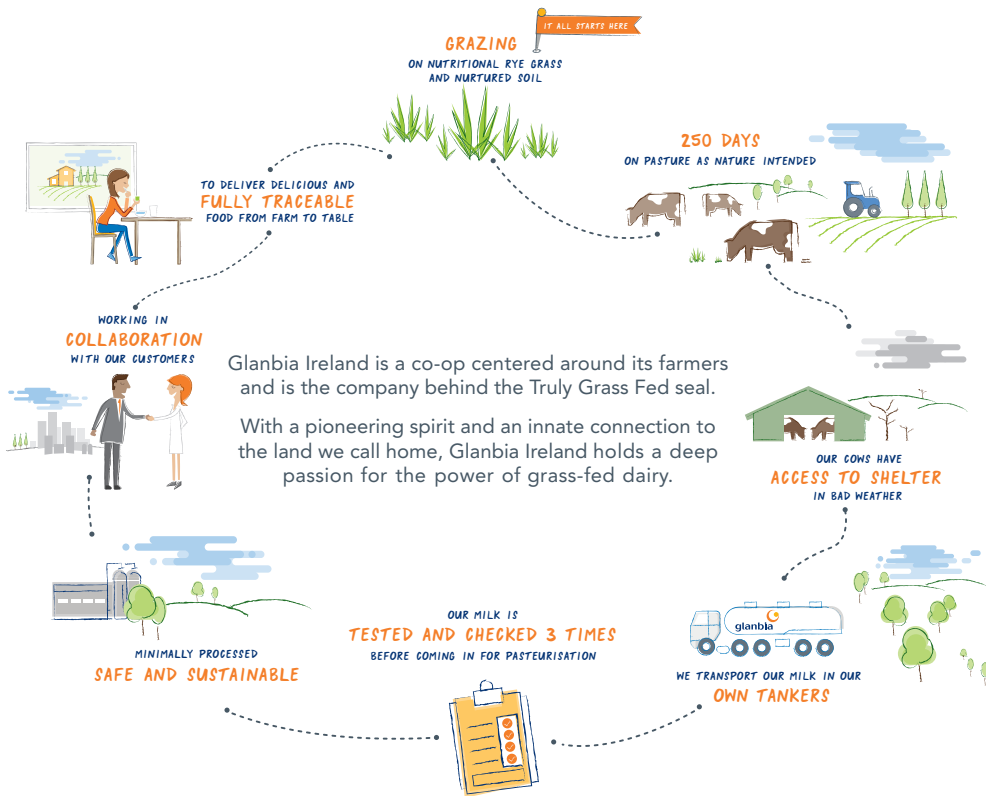


Food Service

*Source: "Effect of pasture versus indoor feeding systems on raw milk composition and quality over an entire lactation" and "Quality characteristics, chemical composition, and sensory properties of butter from cows on pasture versus indoor feeding systems": O'Callaghan et Al 2016; Journal of Dairy Science.

**Online quantitative survey among 1000 U.S. consumers - Age 20-60 - Primary grocery shoppers - Routine dairy consumption Survey Fielded November 2016.

FROM OUR FARMS TO YOUR PLATE



GET IN TOUCH

sales@trulygrassfed.com
WWW.TRULYGRASSFED.COM



GOODNESS
GROWS
HERE