



DEFINING SUSTAINABILITY

The word *sustainable* can mean many different things to different people. There has been a lot of attention given to sustainability and sustainable agriculture lately, but Niman has been farming this way for decades, before it became trendy. Sustainability isn't just in the way they preserve the land, it's in the families who preserve the land.

Their definition of sustainability is three-fold:

1. Environmental: Traditional family farmers use methods that have been passed down from generation to generation allowing for preservation of the land and care for the animals. Examples include alternative energy sources, raising fewer animals per acre and rotational grazing.
2. Economic: Farmers are paid a premium price and given access to a national marketplace in which to sell their livestock. Niman structure provides the small farmer a viable livelihood that its small, rural community, although ideal for raising animals, cannot provide.
3. Social: Niman helps keep generations of family farmers on their land and in their local community so that in turn those local communities can thrive.

NIMAN TOP SUSTAINABLE BEST PRACTICES:

- Pay farmers a premium in accordance to strict raising protocols to ensure
- the economic viability of their business.
- Establish a floor price for farmers tied to the cost of inputs of feed and fuel.
- Provide a robust and growing national marketplace for small, independent farmers and ranchers to sell their products.
- Promote agricultural biodiversity by using breeds which thrive in their natural environment.

NIMAN BEEF

Niman is happy to share the secrets to producing the finest tasting, all-natural beef! The combination of superior genetics, humane farming practices and high quality diet all influence the rich marbling and delicate flavor that is characteristic of our beef.

- 100% true Angus Beef Only fed a 100% vegetarian diet Never given hormones or antibiotics – EVER
- Humanely raised on environmentally sustainable ranches Raised with Care 100% of the cattle are bred, born, raised, and processed in the U.S.

