



Strauss Brands is a family owned and operated third-generation veal and lamb company. Inspired by our own families' commitment to live a natural and sustainable lifestyle were driven by our personal passion to raise all Strauss veal and lamb compassionately, and to improve the environment for our children and generations to come. In August 2008, we became the first veal packer in the US to introduce a USDA approved pasture raised veal program – known as Strauss Free Raised® veal.

Strauss Free Raised® veal is sourced from America's abundant pasture lands, and re-introduces authentic, pasture-raised veal to American consumers. Calves are sourced from our network of certified family farmers and ranchers. We 'follow-the-grass' seasonally across the United States to coincide our procurement needs with peak grazing seasons. Through this careful management, we are able to provide a 52 week supply of pasture-raised veal with a minimal environmental impact.

Our calves' diet of mother's milk and pasture grass eliminates the high fossil -fuel consumption required for industrial raising practices. We work with our certified producers to ensure that proper pasture management principals are implemented because properly grazed pastures provide multiple benefits to our earth and environment:

- removes carbon dioxide from the air as efficiently as forested land
- decreases methane and green house gases
- reduces tops soil erosion
- eliminates collection lagoons
- reduces the use of chemical fertilizers
- improves rivers lakes and groundwater supplies

By raising our Free Raised® veal calves as nature intended antibiotics, synthetic growth hormones, animal by-products or formula-based milk replacers are never used. This further reduces our carbon footprint and energy consumption. According to an independent analysis, conducted by Washington D.C. based Sustainable Resources, LLC, June 2008, "pasture raised veal casts a minimal carbon footprint across the environment when compared to a formula-fed veal process."

We have made several improvements to our facility and operating practices to reduce our overall energy consumption, including:

- installation of 'green' lighting and motion-sensor switches
- elimination of disposable plastic frocks and gloves in our facility
- using biodegradable cleaning supplies
- consolidating orders and delivery routes to reduce trucking
- maximizing all by-products and varietal meats in order to reduce landfill waste
- using recycled papers and vegetable-based inks for printed materials and shipping boxes

Strauss Brands Commitment to Sustainability, Environmental Stewardship and Humane Treatment of Livestock

We not only care about our carbon footprint, but also ensure our commitment to animal welfare throughout the processing phase. Working with renowned, animal -welfare advocate, Temple Grandin, as well as industry experts trained by Ms. Grandin, we have been able to implement even higher standards of care in our facility. These improvements minimize stress, increase comfort and improve the safe handling of our calves.

Strauss Brands is committed to producing products in a manner that is good for the calves, good for the environment and good for our customers. Thank you for your support of Strauss Free Raised® - together, we can make a difference.