



Our beef is slow grown on veld pastures in a humane and most caring fashion. Our animals are free from routine antibiotics and hormonal growth stimulants of any kind.

Our objective is to bring free roaming veld reared beef to the market that guarantees the consumer an independently audited and traceable product range from animals that have been raised according to a set of rearing principles that includes both well-being and humane treatment of the animals as well as the quality and goodness of the beef produced. The general welfare of our animals is a priority at all times.

Our beef animals are predominately indigenous cattle with infusion of international breeds, a large proportion of our breeding base cows being Nguni. These animals are born and reared in the veld according to good agricultural practices, with consideration for the environment in which we operate. They are small to medium framed, are highly adaptable and easily finished on the veld.

The animals spend their entire lives roaming freely, foraging on natural vegetation of mixed veld, browse scrub or suitable planted open pastures. They are not penned in a feed lot or in manmade structures unless in adverse weather conditions or at night. In the event of night penning, there is free access to clean water and feed at all times.

During the winter months when South African veld may become dormant and its nutritional value decreases, or in times of drought or other adverse environmental conditions, which may cause the animal stress or hunger, supplementary feeding is carried out to maintain the health and well-being of the animals. However, these feed mixes or licks do not contain artificial growth stimulants or any animal by-products.

Our animals have adequate space to express normal behaviour and grow at a natural pace. Rotational grazing is practiced with stocking levels and camp rest periods that facilitate sustained growth in cattle.

**Name of Quality Indication Mark:**

**Quality Veld Beef**

**Quality Indication Mark Owner:**

**The Usotho Trust**

**IT020257/2014**

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