



Certified USDA NOP Organic Grass-Fed Beef from Uruguay

Why Uruguay?

With a mild climate, average rainfall and fertile soils with large green pastures, cattle feed naturally all the year round. There are over 11,8 million cattle and each cow grazes on over an average of over 10,000 m2. of natural pastures. We know a lot about meat in *Uruguay*.

Uruguay is one of the countries with the highest beef consumption per capita. *Uruguay* is a stock farmer country by excellence, and almost **85%** of the national area is dedicated to grazing. The first bovines were introduced in the Spanish Colonial Age, and the first ovine in 19th century, soon they multiplied so fast, thanks to the abundant herbaceous vegetation, that it was necessary to put a wire fence in the fields, around the second half of last century.



Since then, breeders import pure breed animals to improve cattle by crossing. The *Uruguayan* meat industry, with over 100 years of exporting experience, has a strong presence in international markets due to dynamic technological update and permanent customization of its products to the most different consumer requirements. Today 250,000 tons of beef a year are exported to more than 60 countries worldwide.

Farming organically is not simple or cheap in today's world but when you are blessed with most of the good things nature provides it certainly helps! Growing organically requires pasture and plenty of it all year round – the thing that *Uruguay* does better than anywhere else in the world. Because temperatures range from the low 40's to the high 80's, natural clovers flourish on its fertile soils. Clovers, which provide the keys to production, manufacture nitrogen in their roots. Nitrogen is released over time into the soil providing food for other hungry grasses growing right along side. This climatic "solar system" produces a self sustaining nitrogen cycle operating beneath the soil all without the use of fossil fuels, chemicals, tractors or labor! Feed lots are not needed and **never used**.

The Organic Ranchers in Uruguay

Eduardo is a 6th generation rancher, following in the foot steps of his fathers before him. His 12,500 acre ranch is in the central regions of *Uruguay*, just north of the Black River.

Along with his wife Mellani and his children Steven and Millie, he farms 3,000 organic Angus and Hereford "mamma" cows and 5,000 organic steer and heifers. Like all organic *Uruguayan* ranchers, the care of the land, cattle, horses and dogs were part of his life from the very beginning.



Eduardo's typical day starts at 4:30 am, rising early to catch his horse, and then riding out with his Gauchos (see picture right) to tend cattle. The days are long and hard, often in cold wine, rain and scorching sunshine, yet Edouard can't imagine ever doing anything else...

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