

Nature's choice beef : specially selected cuts from traditionally reared prime beef / Tesco Stores Ltd.

Contributors

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**wellcome
collection**

Wellcome Collection
183 Euston Road
London NW1 2BE UK
T +44 (0)20 7611 8722
E library@wellcomecollection.org
<https://wellcomecollection.org>

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
NATURE'S
CHOICE 

BEEF



SPECIALLY
SELECTED CUTS FROM
TRADITIONALLY REARED
PRIME BEEF



 Printed on Recycled Paper

NATURE'S CHOICE

TRADITIONALLY REARED
PRIME BEEF

Tesco Nature's Choice is a range of premium quality foods. They are developed to stringent standards, giving consideration to animal welfare, low input farming and the removal of all unnecessary additives.



Tesco has selected only farms that uphold these values to rear Nature's Choice Beef. The farms are subject to inspection by Tesco Buyers and Technologists for compliance with strict codes of practice covering livestock care and environmental management. As with Nature's Choice Pork, the



farmers and stockmen responsible for the cattle have worked together with Tesco to develop this kinder system. Only cattle bred for beef, with long standing reputations for the quality of their meat, are selected for Nature's Choice, for example Hereford or Aberdeen Angus. No dairy breeds are permitted. In addition the meat undergoes a longer maturation process to guarantee its tenderness.



All Nature's Choice Beef is reared using traditional methods employed by previous generations of farmers. From spring onwards the cattle graze on natural pastures free from artificial fertilizers. In the winter, they are moved into spacious and well ventilated cattle sheds, with access to the outside. A well balanced feeding programme consisting of natural ingredients such as hay, silage and root

vegetables keeps the cattle in prime condition. Mineral supplements may be added to ensure a well balanced diet. Growth promoting hormones and antibiotics are not permitted. The welfare of the animals is of prime importance. If they become ill, medication will be carried out or supervised by the vet.



All the cattle are from suckler herds so when the calves are born they stay with their mother for as long as 6 months. Cattle reared in this way lead a more contented and stress-free life which in turn is reflected in the production of the highest quality beef.

A variety of Nature's Choice Beef cuts are now available in selected larger stores.

All lines subject to availability.

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