

# Tri City Meats is Proud to Offer Niman Ranch Beef

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## **The Niman Ranch Difference - You can taste it!**

Niman Ranch Mission: Niman Ranch and its family farmers raise livestock traditionally, humanely, and sustainably to deliver the finest tasting meat in the world.

## **Our Story:**

Niman Ranch began selling top quality beef to Bay Area Restaurants in the early 1970's. Today, Niman Ranch works cooperatively with more than 600 family farms and ranches to provide the highest quality beef, pork and lamb to top restaurants and quality retailers nationwide. In addition to our line of fresh meats, Niman Ranch carries a complete line of value-added, smoked and specialty products.

## **How Do We Do It?**

### **Superior Breeding:**

Great meat starts with great breeds. Niman Ranch livestock are selected for their flavor quality - not their ability to grow rapidly.

*Niman Ranch is proud to partner with Thomas Angus Natural Bull Ranch and Rob and Lori Thomas. **The Ranch, located in Baker City, Oregon** has been granted several prestigious awards through the years, including the founders being inducted into the Angus Heritage Foundation and the ranch being named a past Seed-stock Producer of the Year by the Beef Improvement Federation (BIF). Currently, Thomas Angus Ranch ranks among the top 25 largest seed-stock producers in North America.*

### **Superior Feeding and Care:**

We are proud that our livestock are fed the finest all vegetarian feeds and are never given antibiotics or added hormones - Ever. Our protocols were designed in partnership with Animal Welfare Institute and the Animal Husbandry Institute to ensure the strictest humane care and handling practices in the industry.

***On eighty acres outside of Boise Idaho**, Niman Ranch operates a feedlot, where the cattle is finished on a ration of hay, silage, barley, corn, wheat, soybean meal, distillers' dried grains and molasses. This low density feedlot differs from conventional feedlots in many ways. We care deeply about our footprint on rural communities – our feedlot is zero discharge, meaning all animal waste is contained and/or recycled.*

### **Commitment to our protocols, traditional family farming and Stewardship of the Land:**

All of Niman Ranch's meats are supplied by U.S. farmers and ranchers who are committed to following strict husbandry protocols and treating the land as a sustainable resource. Niman Ranch works closely with our network of suppliers to ensure our protocols are followed from birth to plate. Niman Ranch is proud to work with independent family ranches – and to help insure the sustainability of that lifestyle. **Inez and Elias Jaca raise cattle for Niman Ranch in western Idaho** – Both fourth-generation ranchers, their Basque families stories typify traditional ranching in the American West. Each summer over 700 cattle graze across over forty-thousand federal, state and private acres. The Jacas respect the cattle and the land. They practice rotational grazing that help them better manage their grasslands for true sustainability. The Jacas grow their own feed – doing what they can to lessen the carbon footprint of their operation. Other ranchers, such as John Peavey and his family in the Twin Falls area and the Jacobs Family (also located in Oregon) also follow these practices on their ranches.

