

The ACBA promotes purebred Criollo cattle to:

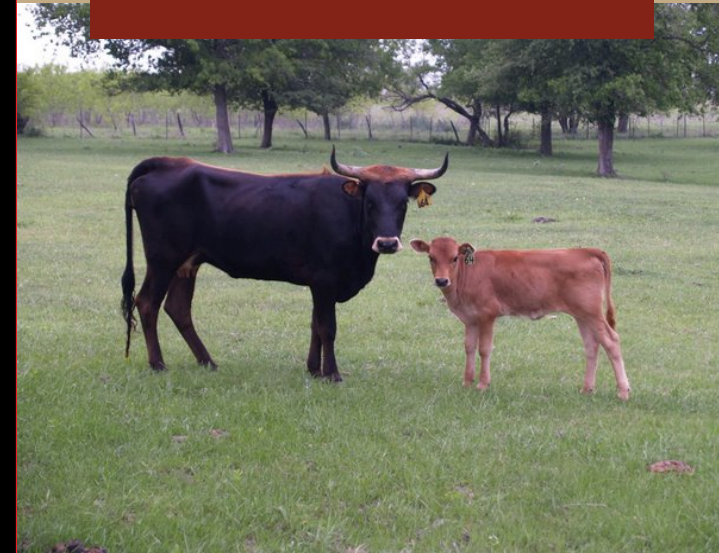
- provide lean, tender beef for the consumer.
- reduce the environmental impact of the beef industry.
- help restore the integrity and reverse the desertification of our western rangelands that thrives in a semi-arid environment and utilizes all available vegetation.
- restore profitability to ranching.

Want to know more about our Criollo cattle? Please visit our website! Feel free to review our white paper discussing the healthy benefits of our beef, written for the benefit of cardiologists and nutritionists. Explore how Criollo cattle will benefit the rancher. Please review our breeding program, and the DNA testing we use to identify individual criollo cattle with the highest tenderness, and efficiency on feed, assuring your family the highest quality of red meat available!

Criollo cattle were first brought to the New World with Christopher Columbus' second expedition in 1493. Hardy and durable, these cattle came from the desert country of Andalusia, in southern Spain. Having already evolved in a hot, dry climate with scarce feed and less water, these cattle were ideally suited to survive the rigors of an ocean crossing and adapt rapidly to a new environment.



# American Criollo Beef Association



The American Criollo Beef Association is a group of conscientious ranchers dedicated to producing healthier, better quality beef from cattle that are friendlier to the environment than other traditional, "man-made" breeds of cattle. We never use growth hormones or antibiotics in raising our cattle. Our cattle never go to crowded, dirty feedlots.

# The Benefits of Criollo Beef to:

## THE LAND

Criollo cattle range significantly farther afield to find food than their European counterparts. With their small, athletic frames, they don't have any difficulty navigating steep, rough ground, so can reach even the most inaccessible areas. Criollo cattle naturally self-rotate through a pasture, utilizing every square foot of acreage, rather than concentrating on any one area. They will readily eat vegetation other breeds won't as prickly pear cactus, mesquite, and thistles.



Interestingly, Criollos graze fewer hours per day and remain active in hotter temperatures than their European counterparts. They require only 1/2 to 3/4 the amount of pasture necessary to maintain ordinary conventional breeds of cattle.

[www.americancriollobeef.com](http://www.americancriollobeef.com)

## THE RANCHER

These hardy cows will hustle a living in even the most hostile brushy environments and pastures. Input costs are typically modest. They're easy on the land, tending to improve a pasture, rather than destroy it. Their fertility is unmatched: dystocia is unheard of in Criollos, and 100% calf crops are common. In addition, the rancher needs fewer bulls; stocking 1 Criollo bull per 50-75 cows, instead of 1 beef bull per 25 cows. Pinkeye, foot rot, and other common problems are equally unusual in Criollos.

Although they are smaller in size than the European breeds, Criollos typically finish out at 850-900 lbs. A typical 850 lb Criollo steer will yield a hot carcass weight of 500 lbs, so yield rates are exemplary. Since a Criollo rancher will reliably wean more calves at significantly less expense, his Criollo calf crop will net a higher profit than a European breed calf crop.



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## THE CONSUMER

Grass-fed and -finished beef has become very popular, as consumers search for a healthier, lower calorie alternative to modern grain-fed beef. Grass-fed beef has been shown to have higher levels of omega-3 fatty acids, up to 3 times leaner, more Vitamin E, and less cholesterol than grain-fed beef. Grass-finished beef also has a more robust, tastier flavor than the commonly bland experience of grain-fed beef.

Criollo beef is exceptionally tender, and very lean. University studies compared Criollo beef to Certified Angus Beef, and found that Criollo beef had the same or superior taste, tenderness, and aroma, with only half (50%) of the total fat. Criollo beef has the same DNA markers for tenderness as the top Certified Angus beef lines. Criollo beef has been added to the "Ark of Taste" of the Slow Food Foundation for Biodiversity, an international organization that promotes healthful, flavorful, heritage foods.

For consumers watching their waistlines, another benefit of Criollo beef is the option of a smaller cut of steak. Contrary to what the current beef packers would tell you, not everyone wants a 16 oz rib eye!

In summation, Criollo beef is predictably tender and lean, with a smaller cut, high levels of EFA's, vitamin E and less cholesterol, and extremely tasty.

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