



# YOUR PARTNER IN SUSTAINABLE BEEF PRODUCTION

Dedicated to humane animal care, climate-smart practices,  
and the highest quality beef.





*"Customers buying our products continually ask how we raise our cattle and what sustainable practices are being implemented. High-quality beef starts with high-quality care."*

-Ed Greiman  
UIB General Manager

## SUSTAINABLE BEEF PRODUCTION

*Raising cattle that meet the needs of existing and future generations while ensuring environmental responsibility, maintaining animal health and care, and achieving economic security.*

**Your beef tastes better when it's raised by family farmers who prioritize caring for the land, the cattle, and the community.**

## OUR STORY

Upper Iowa Beef, located in a small community in Northeast Iowa, opened in 2017. The company is owned and operated by individuals actively involved in agriculture and beef production. Upper Iowa Beef works with family-owned and operated farms in the Upper Midwest.

We believe in providing humane care for our animals, respecting the farmers who raise the cattle, and providing transparent information to the consumer who will enjoy our beef at their dinner table. We are on a journey that involves sustainability, compassion, and transparency.

Our state-of-the-art facility was professionally designed and built for efficient, sustainable, quality beef processing, where attention to detail is evident. Upper Iowa Beef understands the value of investing and continuing to expand in new technologies to improve processing, packaging, and delivery.



## OUR COMMITMENT TO SUSTAINABLE BEEF PRODUCTION

At Upper Iowa Beef, we believe the agriculture industry must meet the needs of existing and future generations. Sustainable beef production must be environmentally sound, socially responsible, and economically viable. It involves cattle producers, product distributors, and our role in beef production. We continually connect with our cattle producers to learn more about their operation and how we can help further educate them on sustainable practices. Upper Iowa Beef is a proud member of the U.S. Roundtable for Sustainable Beef (USRSB).



PRODUCERS



CATTLE



TRANSPORT



PROCESSING



GRADING



PACKAGING



DISTRIBUTION



CONSUMPTION

## SUSTAINABLE BEEF PRODUCTION PRACTICES BY OUR CATTLE SUPPLIERS

- Cattle producers are Beef Quality Assurance certified (BQA and BQAT) for proper humane care and animal transport.
- Cattle are primarily sourced from small, independent, family-owned farms located in close proximity to the plant, therefore reducing the carbon footprint.
- Nearly all cattle feed is from non-irrigated cropland and home raised or purchased locally.
- Our cattlemen are utilizing the latest technology to improve animal production, nutrition, and health.
- Manure and Nutrient plans are used to manage manure applied to the soil, which increases organic nutrients and improves soil tilth.
- Our farmers are utilizing conservation practices to protect the land and water, such as reduced tillage, wind and solar power, crop rotation, grass waterways, variable rate fertilizing, cover crops, and tile drainage.
- Many of our cattle producers are enrolled in our unique Tri-State Supreme program, which adds value to sustainably raised cattle.

# LEARN MORE ABOUT OUR PLANT, PRODUCTS & PEOPLE ONLINE

**WWW.UPPERIOWABEEF.COM**

**(563) 566-2202**



"Caring for animals and land is a family tradition handed down from generation to generation."

**NIEWOHNER FAMILY ~ ALBION, NE**  
*3RD GENERATION FAMILY FARM*

"We value Upper Iowa Beef because they offer a valuable and advantageous avenue in which to market cattle, which allows family feedlots like ours to become a bigger player in a competitive market."

**PARKER YOST ~ WHEATON, MN**  
*6TH GENERATION FAMILY FARM*



# **TASTE ★THE★**

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# **DIFFERENCE**