



CERTIFIED PIEDMONTSE

BRAND PROTOCOL OVERVIEW

Great Plains Beef, based in Lincoln, Nebraska, is a premium beef producer exclusively marketing Certified Piedmontese® beef. The Piedmontese breed originated in the Piedmont region of northwestern Italy, where it was prized as lean beef with a natural tenderness. Today, Piedmontese cattle are raised on family ranches across the Midwest.

The Certified Piedmontese program requires strict adherence to the following protocols:

- Vegetarian feed only; no animal by-products
- Animals never receive supplemental growth hormones or steroids
- No antibiotics from birth to harvest
- Producers must meet rigid testing standards for feed and water quality
- Animals must be humanely handled at all times
- Animals must have been born and raised exclusively in the United States
- Ranches receive periodic visits and audits conducted by Great Plains Beef personnel

Quality control of Certified Piedmontese beef products begins at the source of origin: family ranches and farms located primarily in Nebraska. Qualified Piedmontese sires are bred to breeding herds, resulting in Certified

Piedmontese calves that are DNA-tested and guaranteed to have the Piedmontese-specific genetics that naturally produce consistent tenderness and nutritional benefits. All animals in the Certified Piedmontese program are accompanied by a signed affidavit documenting compliance with program standards at every step.

The Piedmontese breed is unique in having a naturally occurring inactive myostatin gene (commonly referred to as the Piedmontese gene), which produces cattle with especially heavy musculature yielding beef that is rich in protein and nutrients. The Piedmontese gene creates beef that doesn't rely solely on fatty marbling to achieve tenderness, so it's both lean and tender.

Certified Piedmontese cattle are fed an all-natural vegetarian diet. They spend the majority of their lives grazing open rangelands and are carefully finished on a high-quality grain diet. Humane handling, natural and healthy feed, and the wide-open grasslands of the Great Plains create an environment conducive with raising all-natural cattle—without the use of antibiotics or added hormones.

Certified Piedmontese cattle are processed in a USDA-inspected, state-of-the-art processing facility. A rigorous, comprehensive HACCP plan, five- to six-step intervention program, and knowledgeable, experienced staff all contribute to a safe, high-quality end product.

Strict requirements, diligent oversight, and the exclusive natural genetics of Certified Piedmontese cattle all come together to produce healthy, consistently tender beef.





THE STORY

OF CERTIFIED PIEDMONTENE BEEF

Exceptionally lean and incredibly tender, Certified Piedmontese beef provides consumers and chefs with a healthier beef option without sacrificing flavor. Certified Piedmontese cattle are each DNA tested to confirm their unique heritage. Not only is the beef much lower in fat, Certified Piedmontese cattle are never given antibiotics or steroids. We raise this rare breed through a ranch-to-fork approach that ensures traceability, environmental sustainability, humane animal handling, and responsible resource management at every step. Countless well-known chefs from across the country rave about the exceptional quality and flavor profile of Certified Piedmontese beef.

ORIGINS & HISTORY

The Piedmontese breed originated in the Piedmont region of northwest Italy, where it was first discovered over 100 years ago among the region's robust wines and cuisines. Prized for its noticeably heavy musculature, the Piedmontese breed's unique genetic composition means that these cattle naturally develop a significantly greater muscle mass compared to conventional cattle. At the same time, muscle fibers remain tender without the need for excess marbling. The result is consistently premium beef that is both lean and tender.

RANCH TO FORK TRACEABILITY

The Certified Piedmontese program is a vertically integrated, source-verified, ranch-to-fork operation rooted in a dedication to our land, ranchers,

cattle, consumers, and products. Progressive ranching protocols such as EID (Electronic Identification) tagging technology, database tracking initiatives, DNA testing to confirm heritage, and voluntary third-party audits ensure beef that is consistently true to our supreme care, handling, and quality standards.

RESPONSIBLE HANDLING & ENVIRONMENTAL STEWARDSHIP

The mixed grass prairies of the Heartland and the fresh water of the Ogallala Aquifer sustain our cattle; Certified Piedmontese ranchers are stewards of both the cattle and the region's natural resources. Progressive stockmanship values such as low stress handling protocols and the elimination of added growth hormones, antibiotics, and animal by-products, ensure healthier cattle and higher-quality beef for consumers.

NATURALLY LEAN, EXCEPTIONALLY TENDER

Certified Piedmontese beef has fewer calories, less fat, and higher protein per ounce than beef from other breeds, making it an ideal source of lean protein for a healthy diet. A serving of Certified Piedmontese beef has even fewer calories ounce-for-ounce than salmon, yet it challenges Prime-grade beef products in tenderness. The combination of leanness and tenderness results in a healthy and flavorful dining experience that always delights.

