



Arden'beef... The perfect beef!

Arden'beef is meat from females born and bred in the Belgian Ardennes.

Ardennes has been a farming region for many years and its natural setting boasts some fantastic pastureland and fodder that are perfect for the peaceful breeding of cattle.



100% Ardennes cows

Arden'beef cattle is born, bred and fattened up in Ardennes. And the results speak for themselves...

Only healthy animals produce good quality meat. Each animal behaves in a way that is specific to its breed, as well as having unique physiological needs.

Cattle bred under the "Arden'beef" label are kept in fields so that they can eat the fresh grass of the plateaus of Ardennes. When consumers choose this meat, they are supporting an approach to farming and breeding with a human dimension that respects the fundamental needs of animals.

A cow bred according to free-range methods, feeding on quality grass, produces leaner meat that still contains the good fats needed for a healthy human diet.

The levels of Omega-3 contained in the meat produced by animals bred on pastureland are higher than in animals bred in barns and fed other types of food.

What's more, the fact that the animal lives outside in the sunshine and eats fresh

grass gives the meat some important vitamins, like vitamin A, that are soluble in the fat and easy for the human body to assimilate.

And when the cows spend a few weeks in barns during the winter, they have straw bedding that is changed regularly, plenty of space to feed at the same time and an unlimited supply of clean water. Their basic diet includes a source of high quality protein in the form of cold-pressed rapeseed cake. The use of GMOs and soybean is strictly prohibited for a so-called "finishing" diet. This is the price you pay for the quality of Arden'beef!



Premium meat, perfect meat

Beef boasts a wide range of cuts with very different shapes, textures and flavours. These properties make it worthy of any dish, for any occasion, for a diverse range of taste sensations. When you buy it, Arden'beef should be a strong, glossy red colour.



In some cuts, like T-bone or rib eye steaks, it forms thin threads of fat, called marbling; when cooked, this fat melts to give the meat its tenderness and flavour.

Exceptional tenderness

Tenderness refers to how easy the meat is to cut and then chew. It is the quality that consumers appreciate and seek out the most. It depends on the amount of collagen in the muscle. The less there is, the more tender the meat is. To guarantee the ultimate tenderness, the maximum age for slaughter is 88 months.

Delicious, tasty meat

Whichever cut, cooking type and method you choose, well prepared Arden'beef is incredibly tasty.

Slightly marbled meat

In some cuts, like T-bone or rib eye steaks, it forms thin threads of fat, called marbling. These strands of fat melt when the meat is cooked, giving Arden'beef its tenderness and flavour. Marbling is a well-known property of certain meats and charcuterie. It is

a concept used mainly in gastronomy and indicates the degree to which the fat in the muscle tissue has infiltrated the flesh.

Lean meat

If you're someone who loves beef, there really is no reason to deprive yourself... as long as you choose the leaner cuts. And for cuts that do contain saturated fat, it is important to remember that this fat is not necessarily bad for us. We just need to remember not to have too much, and that ideally, it should account for around a quarter of all the fat we eat.



Locally produced

Arden'beef makes sure that its meat comes from breeders who share its values in terms of animal welfare and the quality of the end product. Their delicious meat is perfect for ageing, a process that gives it a specific flavour that is particularly popular with discerning consumers.





This red meat is a great source of nutrients. If consumed regularly, it adds some healthy diversity to a balanced diet.

Good for you!

Meat is a crucial food when it comes to nutrition. It provides between 60 and 80% of our protein, and if you choose carefully, it can be a healthy, nutritional choice for the whole family. Even better...

My weight-loss ally!

Choosing a balanced diet is one of the most important investments we can make if we want to stay healthy. As well as being excellent sources of protein, vitamins and minerals, nutritionally rich foods are low in calories. Research has shown the benefits of eating a sufficient quantity of lean protein: sugar levels in the blood are maintained at a steady level, we feel full more and muscle mass is preserved even when weight is lost, to name but a few. It's good to know that Arden'beef, and red meat in general, is renowned for its high levels of protein, which is the easiest thing to burn when you're on a diet, regardless of how many calories it contains.

Future generations

Lots of children love red meat. And the good news is that it contains iron, which children need to grow, as well as a lot of their energy requirements. Iron deficiency is common in children and can cause fa-

tigue and repeated infections. This deficiency has also been blamed for difficulties encountered by some children at school.

The desire for a healthy diet

It isn't always easy to get children to eat meat, especially because of how much chewing it needs. Here are a few easy tips to ensure optimum consumption: serve small portions of very tender meat, perhaps cooking them in stock, serving with a sauce or in the form of a meatloaf, cut up into little pieces, or minced... It isn't hard to help a child like meat and give them the desire to eat healthily.

The Omega 6/Omega 3 ratio

Nobody has any doubts about the importance of the right ratio of Omega 6 and Omega 3. Nutritionists and fat experts agree that the right proportion in our diet is very important. In order to prevent cardiovascular illnesses and obesity, it is recommended to eat enough Omega 3 and not too much Omega 6. Food surveys have shown that we consume at least ten times more Omega 6 than Omega 3, but the ideal ratio is less than 3. We do everything we can to make sure that Arden'beef respects this ratio, including in particular by giving the cattle rape-based finishing feed.



Types of cooking

1

5 types of cooking:

Blue (1 min. on a very high heat): the meat is just seared on the outside and red in the middle

Rare (1½ mins. on a very high heat): the meat is just seared on the outside and red in the centre

Medium (1½ mins. on a medium heat): the meat is cooked for longer and only the very centre is still red

Well done (3 mins. on a low heat): the meat is cooked for longer and the centre stays a pinkish colour

Very well done (5 mins. or more on a low heat): the meat is completely cooked without any red or pink



Wine and beef

2

Eating Arden'beef is the perfect excuse for drinking some nice wine, as by definition, beef and red meat are the perfect combination.

It is the way the meat is cooked that determines the choice of wine, which should be red and delicious, just like Arden'beef.

Full-bodied, smooth or fruity, any red wine goes well with beef, depending on how it is cooked.

Raw, tartare or carpaccio

Arden'beef goes very well with a fresh, crisp red wine. Wines from the Loire Valley or Beaujolais wines served slightly chilled offer a lovely complement to beef.

Blue and rare

When served blue or rare, Arden'beef is juicier and more tender. The tannins in red wines, especially young ones, go particularly well with the bloody meat. This means that the most appropriate wines are young with plenty of tannin.

Well done and very well done

The tannins in red wines will be tougher with beef that has been cooked for longer. For this reason, it's best to choose more mature wines with a less prominent tannin flavour. Wines that are around five years old should do the trick.



Rape

Cold-pressed rapeseed cake, particularly good for fattening up cattle.

THE BENEFITS

This cake is great for the finishing diet and adds real quality to the meat, including colour, tenderness and flavour, thanks to the natural antioxidants. Protein is easier to absorb thanks to the lack of chemical extraction. Thanks to its nutritional properties, the rapeseed cake replaces the soybean cake in the cattle's diet.

PEACE OF MIND

The rapeseed cake is totally safe to use. It has been tested many times by the Institut de l'Élevage at its bases and in the dairy farms of Chambres d'Agriculture and agricultural colleges.

It is now a well known, recognised ingredient.



Recipes

Published in October 2015 by Editions Weyrich, the meat-based recipe book "Sang recettes" by Michel Boreux takes a very authentic approach. The recipes in the book add to the pleasures of cooking and eating well. An ambassador for the region and the figurehead of Ardennaise gastronomy Michel Boreux combines potatoes with the delicious meat of which Ardennes' farmers are so proud.

Visit our site

www.ardenbeef.com

to see five of these recipes



Every farm and its environment need to be clean and well looked after. Thanks to their ability to put carbon back into the land, cattle are essential in the fight against climate change.

Sustainable development

People who eat Arden'beef are helping the environment at the same time.

Protecting the environment

Every farm and its environment need to be clean and well looked after. Thanks to their ability to put carbon back into the land, cattle are essential in the fight against climate change. Arden'beef herds are bred on grass pastureland. As they graze, they stimulate grass regrowth, which is important for protecting the earth from erosion by the wind and water.

Carbon footprint

carbon footprint audits and that their contribution to the environment is recognised, from maintaining their land to stimulating the biodiversity. By taking into account the im-

portance of access to pastureland, Arden'beef strives to keep cattle grazing, at a time when large-scale farms are being driven off the land and animals don't even know what colour grass is.

The benefits of a short supply chain

Arden'beef recommends taking inspiration from bovine production methods with a short supply chain. This approach is good for the consumer as well as for the planet. Short supply chains also mean reducing the number of steps between the breeder, within the clearly defined "Ardennes" label, and Arden'beef, who take care of the slaughtering, processing and packaging.



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