



Farms

*Friboi*

# THE MARKET



49% of US consumers

takes sustainability factors into account

when buying beef.

1/3 OF CONSUMERS

are worried about antibiotics and hormones

and chemical products in beef.\*\*

Of these consumers, 55% say they take into account animal welfare practices at the time of purchase.

52% try to do their bit for the environment.



85% When buying beef, of consumers take into account at least 1 attribute of

**“better for”:** better for me/my family, better for the animals, better for the planet.

\*Power of Meat 2021 report; \*\*Power of Meat 2022 report; \*\*\*Power of Meat 2023 report –by The Food Industry Association and the Foundation for Meat and Poultry Research and Education.



**Pasture-raised beef,  
deliciously tasty and  
naturally good for you**

With its origins in Brazil's fields with tropical climate and abundant vegetation, **Farms Friboi** has :

CATTLE  
**RAISED ON PASTURE**

most of their lives.

100% natural  
**FREE FROM HORMONES, ARTIFICIAL  
INGREDIENTS AND ADDITIVES**  
to provide a product that consumers and their

families trust.



# INTEGRITY

and rigorous processes

Thanks to our rigorous quality assurance programs and high animal welfare standards, **Farms Friboi** is a beef option for consumers that delivers **TASTE** and **TRUST** in the production process.

**Pasture-fed beef, deliciously tasty  
and naturally good for all the family.**

# PORTFOLIO

## BRISKET

Located in the front part of the steer, Friboi brisket has a firmer texture that is ideal for stews, broths, soups and braising.

Much appreciated for BBQ (American barbecues) -wrapped in dry spice (Ruby) and smoked for hours in what are known as “pits”, with fruit tree wood.



# PORTFOLIO

## CUBE ROLL

A short fiber cut that leaves the beef succulent and tender, making it an excellent choice for barbecuing or grilling.



# PORTFOLIO

## STRIPLOIN

Cut with a layer of fat, it is separated from the filet mignon only by the lumbar vertebrae.

Tender and tasty. Versatile. Ideal for preparing on the barbecue and in the frying pan.



# PORTFOLIO

## TENDERLOIN

A convenient versatile cut that appeals to the most refined palates. Juicy, soft and lean beef; A versatile cut easily prepared in the oven, grilled or cooked.



# PORTFOLIO

## FLAP

Trimmed of fat, juicy, tender and lean;  
Roasted, grilled, barbecued;  
Lean fibers= tenderness.





## CHARACTERISTICS

OF THE PRODUCTS

### Pasture-Raised Cattle

**100% natural** –No artificial ingredients or other additives

**Hormone-free**



## ADVANTAGES

FOR RETAILERS, DISTRIBUTORS  
AND BUYERS

Portfolio that **adds value** to the client's operation

**Attractive to consumers** who seek products with a **sustainable approach**

Attractive **price positioning for consumers** (mainstream)



## BENEFITS

FOR CONSUMERS

A range of everyday beef cuts for those looking for a **good and full-flavour beef with a sustainable approach**

Assurance of a product **free from added hormones or others additives**





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