



SILVER
FERN
FARMS

RESERVE

100% MADE OF NEW ZEALAND



NEW ZEALAND GRASS-FED RESERVE BEEF



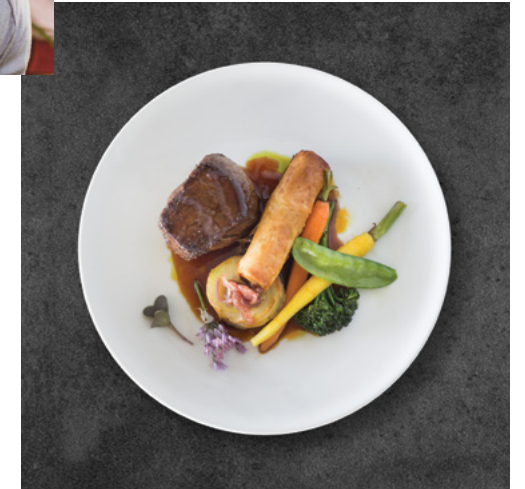
From a trusted source

In New Zealand, animals are raised as nature intended, on grass, 365 days a year.



For a better world

We care deeply about doing the right thing and doing it well, so we are embedding sustainability into every aspect of our business.



Every step of the way

From farm environments and animal welfare, to processing and final product quality, we uphold the highest standards every step of the way.





100% MADE OF NEW ZEALAND



Our Company

Founded in 1948, we are New Zealand's leading procurer and exporter of premium quality lamb, beef and venison.

We are a company of proud, passionate farmers and food people, dedicated to doing the right thing, to collaborating, innovating, and creating goodness to share with the world.

Silver Fern Farms is made up of 6,200 farming families, and we employ over 7,000 people at 14 owned and controlled sites across the country.

THE WORLD'S TOP CHEFS
ARE ALWAYS LOOKING FOR
WAYS TO MAKE THEIR
MENUS STAND OUT

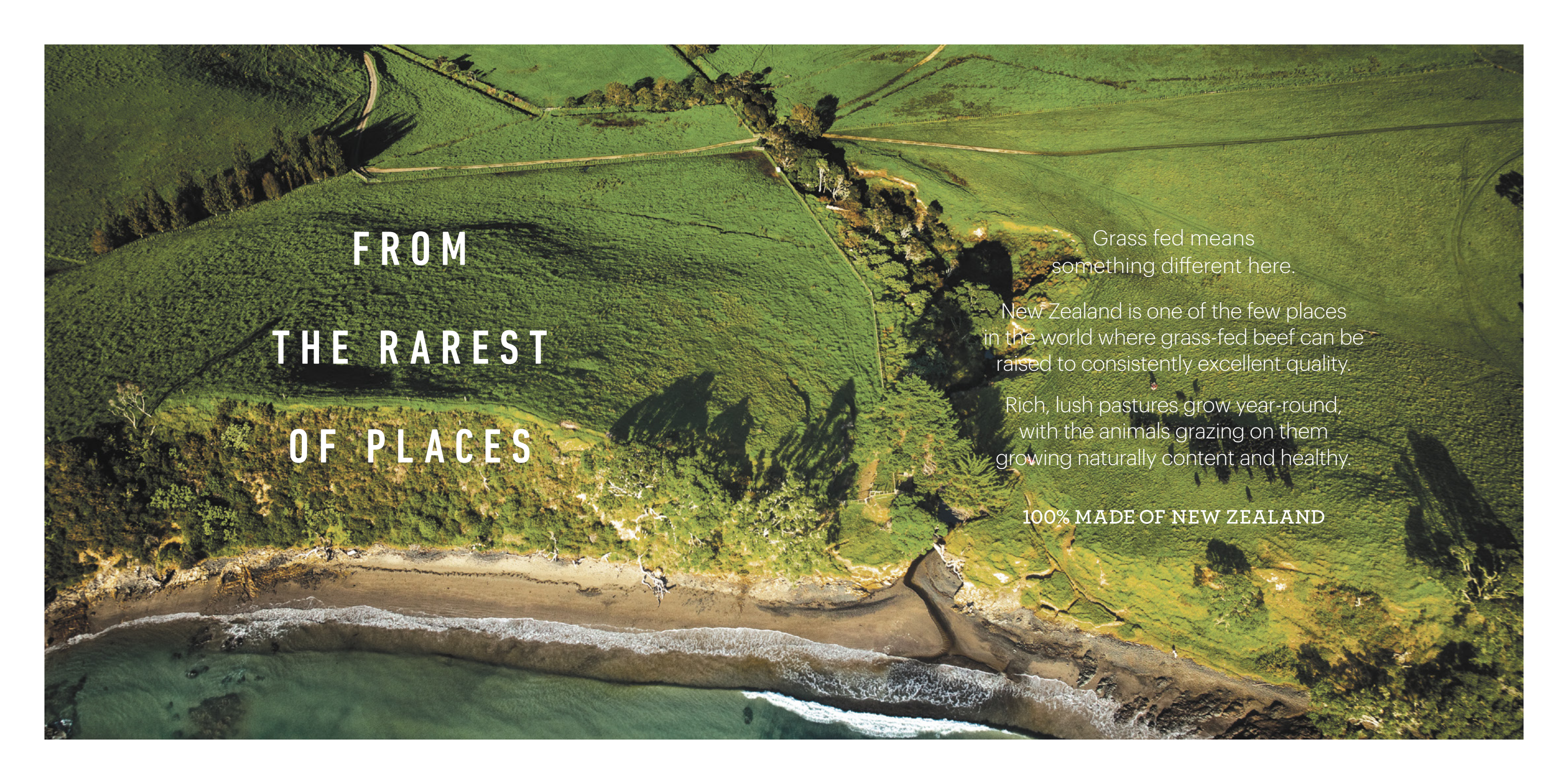


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Reserved for You.

Consumer demand is increasing for beef grown naturally, with a focus on marbling and high quality.

Grass-fed, pasture raised without hormone growth promotants and no antibiotic feeding.

An aerial photograph of a coastal landscape. The foreground shows a sandy beach with gentle waves washing onto the shore. The middle ground is dominated by vibrant green pastures and fields, some with visible tracks or fences. In the background, there are more green fields and a line of trees. The overall scene is bright and natural.

FROM
THE RAREST
OF PLACES

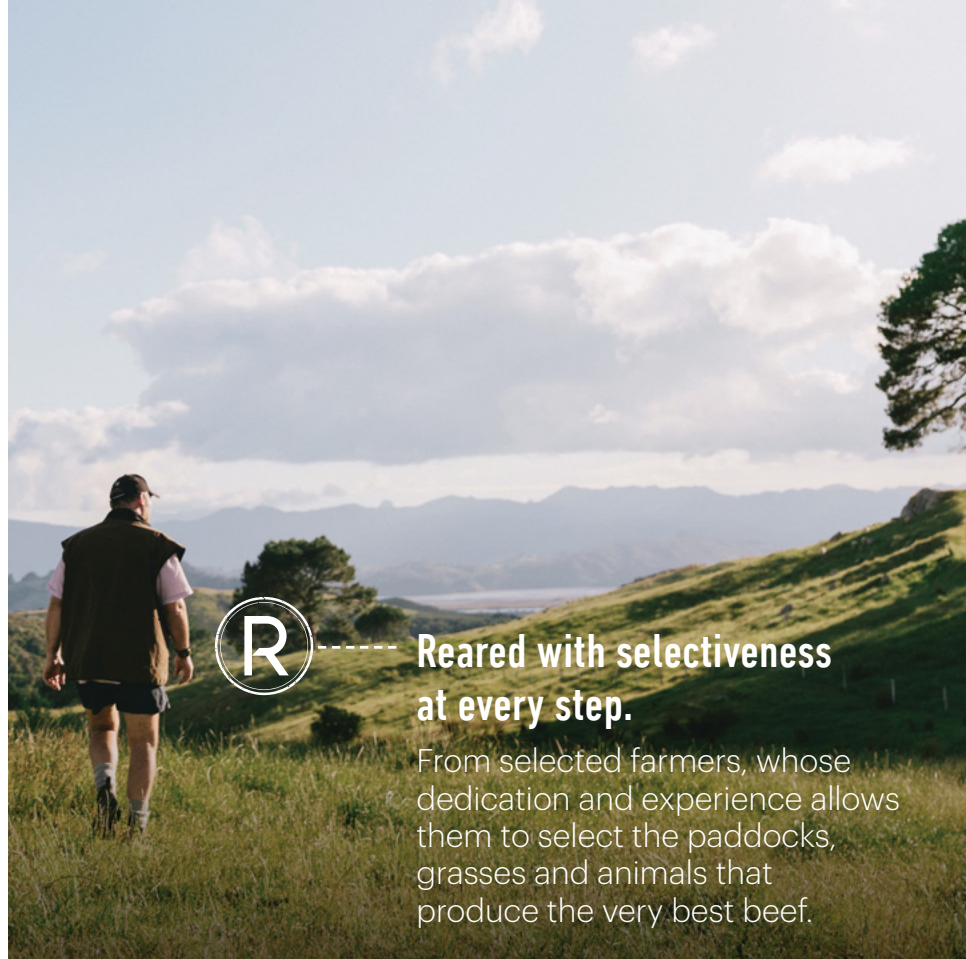
Grass fed means
something different here.

New Zealand is one of the few places
in the world where grass-fed beef can be
raised to consistently excellent quality.

Rich, lush pastures grow year-round,
with the animals grazing on them
growing naturally content and healthy.

100% MADE OF NEW ZEALAND

WITH THE RAREST OF SKILLS



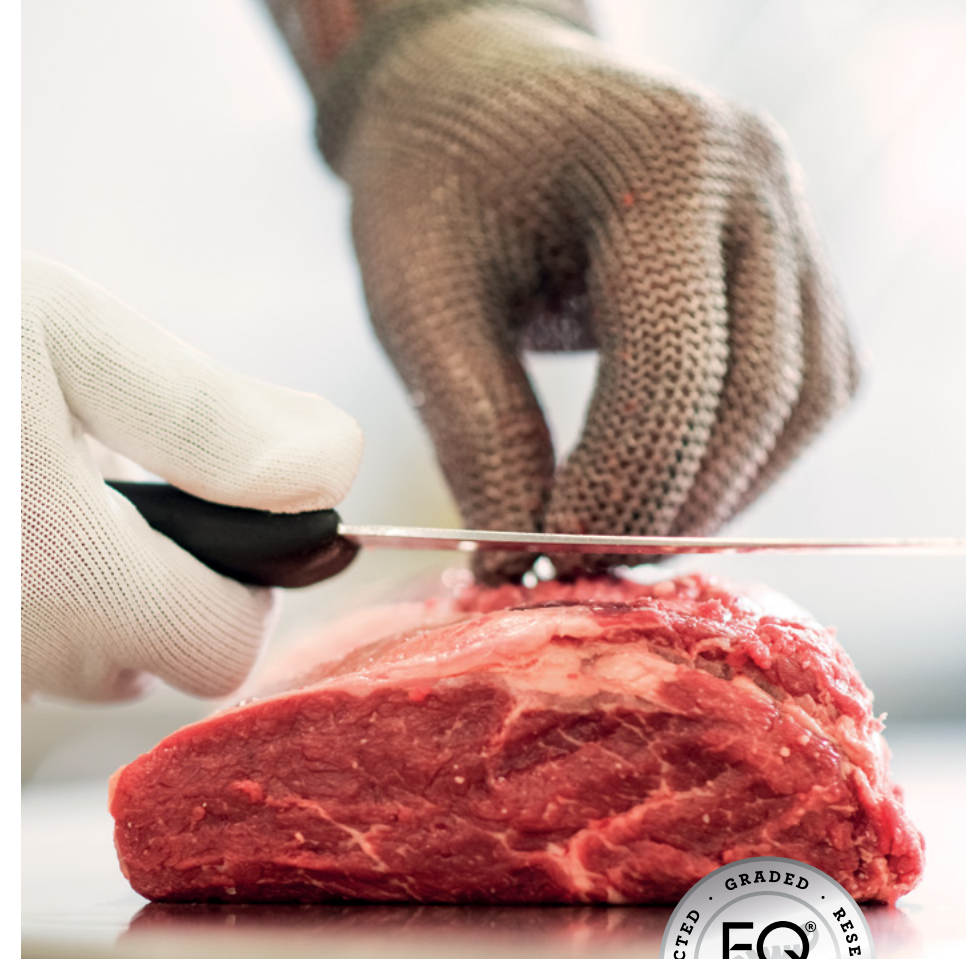
**Reared with selectiveness
at every step.**

From selected farmers, whose dedication and experience allows them to select the paddocks, grasses and animals that produce the very best beef.



**Individually selected by
Silver Fern Farms dedicated
master graders.**

Our master grading programme is restricted to a few of our best, with specific training and checking to ensure we consistently apply our Eating Quality System®. This is how we select only carcasses of exceptional eating quality for Silver Fern Farms Reserve.



AND THE HIGHEST OF STANDARDS [®]

17 SCIENTISTS FROM
NEW ZEALAND, AUSTRALIA
AND THE USA

38 CITIES HOST
TASTE-TESTERS

97,000
Samples of beef
world-wide

RESERVE BRAND
Launched on the back of
Eating Quality System[®]

13,900
Consumer
Taste-Testers

LARGEST-EVER
Red meat consumer
testing programme

2,500
Samples from beef
cattle breeds recorded

FIRST AND ONLY
Eating Quality System[®]
for New Zealand red meat









The Silver Fern Farms Eating Quality System[®] measures seven scientific criteria that help predict the eventual eating quality of a carcass. Together, these criteria show the animal's quality of life, the condition of the muscles and the level of beneficial marbling that creates consistently excellent, tender and juicy beef.

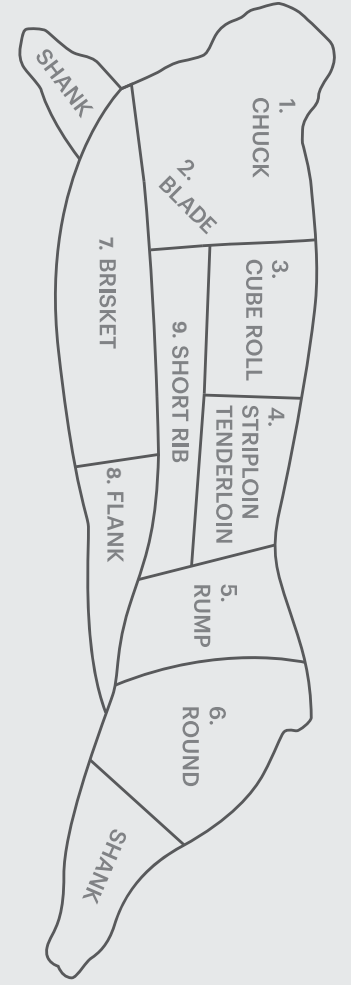
GRADING CRITERIA





- Ultimate pH
- Marbling
- Ossification
- Rib fat thickness
- Meat colour
- Fat colour



SILVER FERN FARMS RESERVE BEEF CUTS

- 2. Flat-Iron Steak 
- 3. Cube Roll 
- 4. Striploin 
- Tenderloin 
- 5. Rump 
- Heart of Rump 



- 7. Brisket (Point End) 
- 8. Flank/Skirt Steak 
- 9. Short Ribs 
- O/P Ribs 

FROM THE RAREST OF PLACES
WITH THE RAREST OF SKILLS
COMES A RARE PROMISE:

A consistent selection of only the finest examples of grass-fed beef, guaranteed by our Eating Quality System®.

A mark of rare quality, so exceptional that only the best of all breeds can earn it.

Only 4 in 100 carcasses will make the cut.



ONLY 4 IN 100
Reserved for You.



silverfernfarms.com