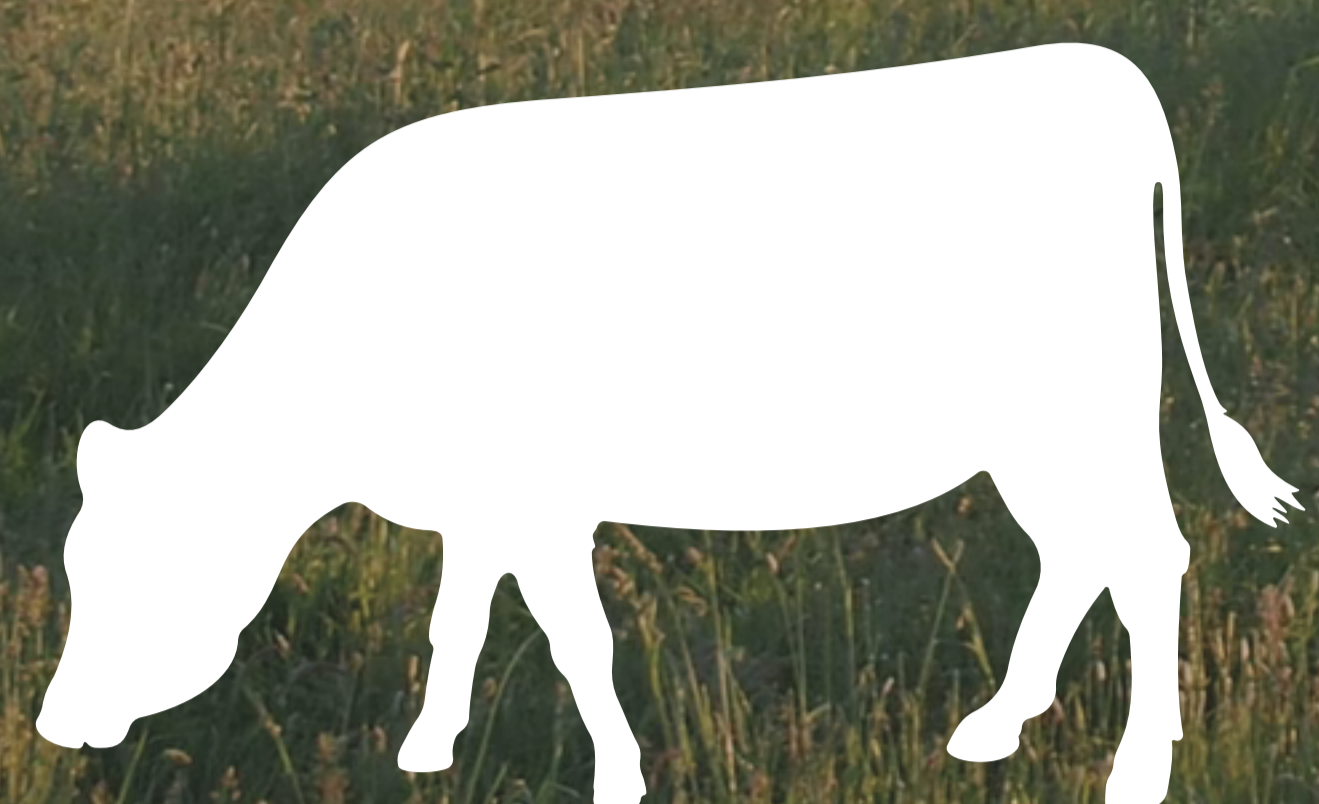


Beef

Certified Island Beef
 ...Healthy, Happy, Humane

Prince Edward Island is **home to beef production**

Prince Edward Island is home to a closed ecosystem for beef production (raised and slaughtered on PEI)



Healthy - Salt air, iron-rich soil, and rolling pastures produce healthy, stress-free animals

Happy - There's a relationship between farmer, animal, and the land that can't be replicated, resulting in beef as distinctive as the Island itself.

Humane - For generations, Prince Edward Island farmers raised cattle using a traditional, holistic approach with humane handling.

Prince Edward Island Certified Beef's distinctive taste and tenderness is thanks to being raised on some of the highest quality grass and fodder, potato, and selected feeds in the world.

That's #BeefTerroirPEI.



Happy, Healthy, Humane

01
GRASS



02
GRAIN



03
STARCHES



Healthy cows eat high quality grass, fodder, and PEI potatoes

Life of a PEI Cow

They enjoy grass grown on pastures in iron-rich, red soil.

They wander freely through the fields of small family farms in refreshing salt-rich air and cool ocean breezes.

They are finished with high-quality fodder, PEI potatoes, and selected feeds.



Chefs love our Beef

