



ALL NATURAL COLORADO LAMB



Why Leading Chefs & Retailers Feature Colorado Lamb

SUPERIOR FLAVOR. Colorado lamb is specifically bred for size and flavor. Their sheep are larger, producing higher meat to bone ratio. Because it has more marbling, Colorado lamb boasts a mild, delicious flavor and a preferred texture. In side-by-side taste comparisons, Colorado lamb is the clear winner.

ALL NATURAL. Colorado lamb is raised in the foothills of the Rocky Mountains, a natural habitat for sheep. There they are free to roam and graze on high quality forage such as wild grasses, berries and carrots. For a short time their feed is later supplemented by hay, alfalfa and corn to round out a healthy diet. Colorado lamb is hormone and antibiotic free.

MENU FAVORITE. From Shepherd's Pie to lamb shank casseroles to the ever-popular rack of lamb, chefs know that lamb can be the featured protein of a variety of menus. Retailers, too, recognize the appeal of Colorado lamb among knowledgeable and discriminating shoppers.

What You Can Expect from Catelli Brothers Colorado Lamb

HUMANELY RAISED LAMB. Colorado lamb is superior in flavor and texture because the sheep are able to roam free in their natural habitat and forage on wild grasses that are supplemented by other wholesome feeds. They live in family herds and receive gentle handling by caring shepherds and ranchers from birth so they grow large naturally. These historic farming methods ensure the natural development of the sheep, assures consistency and produces the mild taste that makes Colorado lamb so distinctive.

TRACEABILITY. All production is monitored throughout our integrated supply chain, including 24/7 third party remote video surveillance and auditing of handling and processing procedures, developed in cooperation with Dr. Temple Grandin, renowned humane animal handling authority. Our facilities in Canada and the U.S. have both earned SQF certification, recognized worldwide by food service providers who require rigorous credible food safety management systems.

SUSTAINABILITY. We maintain and promote ecological practices regarding livestock husbandry, soil and water management, waste management, and elimination of chemicals and mineral surpluses. We understand that the most efficient use of non-renewable resources helps maintain the economic viability of the world's farms and ranches and helps preserve our environment.

For more information, contact your Sales Representative or call Customer Service at 856-869-9293.

50 Ferry Avenue, Collingswood, NJ 08103
For lamb and veal recipes visit **CatelliBrothers.com**



A Tradition of Quality Veal & Lamb Products