

# WHY COACH CHRIS LAUNCHES



## THE PRIMAL MEAT CLUB

Have you ever wondered about the real difference between grass-fed, grain-fed, and grass-finished beef—beyond the impact on your wallet? How cattle are fed and raised shapes not just the flavor and texture of the meat but its nutritional profile, environmental footprint, and even the lives of the animals themselves.

Understanding the story behind the beef you eat empowers you to make more informed choices for your health, the planet, and your values. That is why I, Coach Chris, launched the Primal Meat Club: to simplify this decision and give you access to high-quality, sustainably raised meats you can trust. Let us dive into the differences between grain-fed, grass-fed, and grass-finished beef—and why it matters.

### THE JOURNEY OF GRAIN-FED, GRASS-FED, AND GRASS-FINISHED BEEF

#### Grain-Fed Beef

Grain-fed cattle are finished in feedlots, where they are fed a high-energy grain diet (typically corn and soy) to reach their target weight more quickly. This method is efficient and economical, allowing farmers to use less land.

However, there are trade-offs. Grain-fed cattle often experience more stress due to crowded conditions and receive antibiotics and hormones to support their rapid growth. Additionally, grain-fed beef contains higher levels of omega-6 fatty acids, which can contribute to inflammation if not balanced with omega-3s.

#### Grass-Fed Beef

Grass-fed cattle spend their entire lives grazing in open pastures, eating their natural diet of grass. This results in leaner meat with higher levels of omega-3 fatty acids, conjugated linoleic acid (CLA), and vitamins A and E.

Grass-fed systems often promote better animal welfare and sustainability, but they require more time and land to produce. This contributes to higher costs—but also to a healthier product with a cleaner environmental footprint.

## Grass-Finished Beef

Grass-finished beef falls between the two extremes. Cattle labeled as grass-finished may have eaten grains at some point in their lives but are brought to their final weight using a grass-based diet.

This term often creates confusion, as there are not strict labeling guidelines. Some grass-finished beef may also qualify as grass-fed, but not all grass-fed beef is grass-finished. To ensure transparency, always look for certifications or ask your supplier

about the cattle's entire feeding regimen.

Grass-finished beef typically shares many health and environmental benefits with grass-fed beef, including higher omega-3 fatty acids and fewer pesticide residues compared to grain-fed options. However, due to the lack of standardized definitions, it is important to verify claims directly from producers or certification organizations.

## WHY IT MATTERS

Grass-fed and grass-finished beef are more nutrient-dense and provide a healthier balance of omega-3 to omega-6 fatty acids, reducing inflammation and supporting cardiovascular health. These options also avoid pesticide-treated grains and minimize antibiotic use, creating a cleaner, more natural product.

While grain-fed beef is often more affordable and has a tender, marbled flavor, grass-fed and grass-finished options prioritize health, sustainability, and animal welfare. The choice depends on your priorities—health, flavor, affordability, or sustainability.

## ENTER THE PRIMAL MEAT CLUB

After years of seeing confusion about what makes truly high-quality beef, I wanted to bridge the gap. The Primal Meat Club is my way of connecting people with premium, ethically raised meats that align with their health and values. Our meats are sourced from farms committed to grass-fed, grass-finished practices, animal welfare, and environmental stewardship.

With the Primal Meat Club, you will never have to second-guess what is on your plate. You are choosing nutrient-dense meat that supports your body, respects the planet, and ensures a better quality of life for the animals.

*Join me in transforming the way we think about—and consume—meat. Let us make smarter, healthier, and more sustainable choices together.*



**PLACE YOUR ORDER TODAY!**

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