



little joe

THAT'S HOW LITTLE JOE ROLLS

[littlejoebeef.com.au](http://littlejoebeef.com.au)

LUXURIOUS AND EXCLUSIVE GRASSFED AUSTRALIAN BEEF



GRASSFED FOR LIFE | RAISED WITHOUT ANTIBIOTICS  
NO ADDED HORMONES | GMO FREE  
FREE RANGE - NOT CONFINED TO A FEEDLOT  
FARM ASSURED | MARBLE SCORE 4+

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THE NAME LITTLE JOE WAS INSPIRED BY THIS PRODUCT'S MARBLE SCORE—**FOUR**—WHICH SEPARATES IT FROM THE COMPETITION.

IN THE GAME OF CRAPS, ACHIEVING A DICE ROLL OF FOUR BY THROWING TWO TWOS IS COLLOQUIALLY KNOWN AS A LITTLE JOE.

**BE A PART OF SOMETHING SPECIAL.  
BE A PART OF LITTLE JOE.**



Marble Score	4+
Grass fed for life	✓
Antibiotic free	✓
No added hormones	✓
GMO free	✓
JBS Farm Assured	✓
3 <sup>rd</sup> party audited	✓
JAS ANZ Accredited	✓
MSA graded	✓
Breed	British and European breeds only—no Bos Indicus or dairy.



### MARBLING.

**IT IS WHAT SETS LITTLE JOE APART FROM THE REST.**

WITH LITTLE JOE, WE HAVE CRAFTED A GRASSFED BEEF PRODUCT THAT CHEFS AROUND THE WORLD HAVE BEEN SEARCHING FOR; MARBLE SCORE FOUR, PREVIOUSLY THOUGHT IMPOSSIBLE TO ACHIEVE FROM GRASSFED.

THIS MARBLING GUARANTEES A TENDER JUICY STEAK WITH A RICH AND SUMPTUOUS FLAVOUR. IT IS WHAT MAKES LITTLE JOE EXCLUSIVE.



NATURALLY RAISED BY OUR ACCREDITED FARMERS IN SOUTHERN AUSTRALIA, LITTLE JOE BEEF IS INDEPENDENTLY AUDITED TO ENSURE OUR LIVESTOCK ARE NEVER EXPOSED TO ANY ANTIBIOTICS, ADDED HORMONES, GMOS OR GRAIN FEEDING.

OUR LIVESTOCK ARE ALSO RAISED IN A FREE-RANGE ENVIRONMENT AND FED ONLY A PURE GRASS DIET. THESE STANDARDS ENSURE THAT LITTLE JOE IS GOOD FOR YOU, THE CATTLE AND ENVIRONMENT.