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IMPERIAL VALLEY RANCHES  
PREMIUM NATURAL BEEF

Small Town Heritage. Premium Family-Owned Ranches.





Here at Imperial Valley Ranches, our roots run deep. We are a collection of local, independent family ranchers in the Imperial Valley – all with a deep commitment to the cattle and the land. Many of our ranchers are third generation, from small-town families who have been raising cattle here for more than 60 years. Passion for the land and pride in sustainable ranching come together to raise the finest artisan beef available.

#### FAMILY OWNED ARTISAN RANCHES

At Imperial Valley Ranches, it's a family affair that has been passed down for generations. Our ranchers take the long view, and their vision and dedication to quality is rooted in every acre of land. We are devoted to the long-term stewardship of our ranches, and an unyielding belief that only natural, sustainable environments produce cattle of quality.

#### A LABOR OF LOVE

Imperial Valley Ranches believes in producing the highest quality products using time-tested, artisan methods – led by our deep commitment to animal welfare. Working hand in hand with our family ranchers, we ensure the highest standards for our animals.

- Our animals are raised in a stress-free environment, with no added hormones–ever
- Corn-fed for over 300 days without the use of antibiotics by feed, water or injection
- Raised without beta-agonist
- We use a vegetarian diet with no animal by-products
- Humane treatment of our animals is of the utmost importance

Each animal is born, raised and processed right here in the Imperial Valley. Through detailed documentation of breed, ownership, diet and veterinary history, we ensure that our strict protocol of care and humane practices is followed throughout the animal's life.

#### COMMITMENT TO QUALITY

We are committed to the highest standards of quality in selecting, raising, feeding and processing Imperial Valley Ranches beef; it is the foundation of our brand. Our quality standards ensure that you are getting the best beef the land has to offer. When you buy Imperial Valley Ranches Premium Natural Beef, you are directly supporting independent ranching families who are dedicated to preserving the rich agricultural heritage of Southern California's Imperial Valley.



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One World Beef  
6363 Knott Avenue, Buena Park, CA 90620  
+1 855-551-2333  
[info@oneworldbeef.com](mailto:info@oneworldbeef.com)