

FOR IMMEDIATE RELEASE:

Strauss Brands Expands Environmental Stewardship, Launches National Partnerships
Meat Industry leader teams up with non-profits to renew and refuel America's ecosystem

Franklin, Wis. (March 22, 2018) –Strauss Brands, national leader in ethical and sustainable livestock practices, announces its partnership with two leading non-profit organizations dedicated to preserving and protecting nature's America's clean water and endangered pasturelands.

Randy and Tim Strauss, third generation owner/operators have continuously sought to evolve Strauss' commitment to responsible agriculture. This includes supporting sustainable grazing and pasture management on American soil through their 100% born in the USA grass fed beef program, which benefits the environment by reducing soil erosion, protecting water quality and eliminating the need for chemical fertilizers.

Today, the Strauss family expands its commitment to make an impact beyond its own operation as the company embarks on multi-year partnerships with The Michael Fields Agricultural Institute and American Prairie Reserve - two organizations committed to renewing and refueling America's clean water supply and grassland ecosystems.

"Today's partnership announcements represent the next step in our commitment to promoting sustainably-raised agricultural products while also supporting American family farmers," said Randy Strauss, co-president and CEO of Strauss Brands. "Environmental stewardship requires thinking about the big picture – it's about returning the ecosystem to its natural balance and bringing the pieces together to support our natural resources and food supply for future generations."

Strauss will work with its strategic partners to build a better future and preserve two of our planet's most vital resources - water and land:

- **Michael Fields Foundation** (Water Protection): Recognizing agriculture is one of the biggest uses of chemicals, Strauss has pledged to support the Michael Fields Agricultural Institute, a non-profit organization that studies and promotes regenerative agricultural techniques that protect the quality of our water through ecologically resilient food and farming systems such as sustainably managed pasture grazing.
- **American Prairie Reserve** (Land Management): Acknowledging pasture-based land management as the building block for the future of sustainable agriculture, Strauss will support the organization that seeks to protect the endangered natural resources of our remaining native prairie grasslands and the efforts to repopulate a naturally-balanced wildlife ecosystem without negative impact to ranching.

To learn more about Strauss' commitment to environmental stewardship and strategic partnerships, visit 1LBChallenge.com.

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About Strauss Brands:

Strauss is built around the quality of their meat, the humane treatment of animals and providing environmental sustainability through their growing network of American family farms. Strauss Brands is found at fine hotels, restaurants, and quality retailers nationwide. Strauss recently expanded to offer consumers the option to get the same chef-quality meat delivered Direct to Your Door™ via Strauss Free Raised® Direct. For more information about Strauss Brands, please visit StraussBrands.com and follow them on [Facebook](#), [Instagram](#) and [Twitter](#).

About Michael Field Foundation:

For more information about Michael Field Foundation, please visit michaelfields.org or follow them on [Facebook](#).

About American Prairie Reserve:

For more information about American Prairie Reserve, please visit americanprairie.org and follow them on [Facebook](#), [Instagram](#) and [Twitter](#).

MICHAEL FIELDS
AGRICULTURAL INSTITUTE



A non-profit organization with the mission to nurture the ecological, social and economic resiliency of food and farming systems through education, research, policy, and market development. The Michael Fields Agricultural