

THE BENEFITS OF THE BETTER BURGER

A **better burger** replaces at least **30%** of a typical beef patty with mushrooms (or other veg) and reinvests the money saved with better beef* from grass-fed animals raised on pasture without hormones or routine antibiotics. Vegan or veggie versions can be made with organic veggies, legumes and grains. Find recipes at betterburgerchallenge.org.

FARMERS & COMMUNITIES

FAIR PRICES FOR FARMERS, CREATING ALTERNATIVE MARKETS TO BIG AGRIBUSINESS

SUPPORTS LOCAL RANCHERS, SUSTAINABLE MEAT BUSINESSES & GOOD JOBS **CLEANER AIR & WATER**

LESS EXPOSURE TO HARMFUL PESTICIDES & CHEMICALS

MUSHROOMS, VEGGIES, LEGUMES AND GRAINS ARE A GOOD SOURCE OF FIBER, MICRO-NUTRIENTS AND IMMUNE BOOSTING ANTIOXIDANTS.

HEALTH

GRASS-FED BLENDED BURGERS

HIGHER IN...
OMEGA 3s, VITAMIN E,
LINOLEIC ACID

LOWER IN...
CALORIES, SATURATED FAT, CHOLESTEROL,
& TOXIC PESTICIDE RESIDUES

NO ADDED GROWTH HORMONES OR MISUSE OF ANTIBIOTICS

MORE HUMANE TREATMENT & LIVING CONDITIONS FOR ANIMALS

ANIMAL WELFARE

ENVIRONMENT

REDUCES IRRIGATED WATER USE

REDUCES WATER POLLUTION
NO TOXIC PESTICIDES & FERTILIZERS IN OUR WATER

PROTECTS SOIL, BIODIVERSITY & HABITAT FOR BEES, BUTTERFLIES & OTHER CRITTERS

CARBON IS SEQUESTERED AS SOIL ORGANIC MATTER, BUILDING HEALTHY SOILS

30% **70%**

*Beef in a better burger should be domestically sourced from local and regional farms/businesses that are either certified by USDA Organic, American Grass-Fed Association (AGA), Animal Welfare Approved, Certified Grassfed by AGW, Global Animal Partnership (Level 4 or 5), or Food Alliance. If third-party certified meat is not readily available, beef should be sourced from known farms that raise primarily grass-fed animals on pasture with no routine antibiotics, hormones, growth-promotants or GMO feed. A better burger should aim to use no more than 2.8 ounces of beef.

Take the challenge today! www.betterburgerchallenge.org



turninggreen