



— Est. 1985 —

NATURE'S MEADOW

PREMIUM IRISH BEEF & LAMB
JUST AS NATURE INTENDED

*a philosophy powered
by passion & pride*



A Deep-Rooted Respect for our Natural Resources

Nature's Meadow produces premium Irish beef and lamb using traditional farming methods that have been practised for generations. Our philosophy is simple. We're passionate about protecting our natural resources. What we take from the land we always put back in again for the next generation of farmers.

Ireland's temperate climate of pure fresh rain water and warm sunshine produces a naturally rich, fertile soil. So it's no surprise that we call our fields green gold, for it's these fields that offer up the best of nature's bounty, creating the perfect grazing conditions for our animals.

Raised on fully traceable and sustainable farms, our stock roam freely, as nature intended. They enjoy a diet of fresh green grass packed with nutrients and vitamins, resulting in superior tasting beef and lamb. From the careful tending of the land to the close bond with our animals, we feel a long-standing commitment to our environment. Because leaving the land better for future generations will secure Ireland's enduring reputation for superb quality meat.

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TRULY TENDER

At Dawn Meats we've combined tradition and innovation to create the next generation of premium quality beef. Truly Tender is our unique, patented process that has been independently* verified to produce more consistently tender beef; which we validate day in, day out.

What this means is that the steak you get from Dawn Meats is not just tender it's Truly Tender.

*Validation studies conducted by the University College Cork in Ireland and the University of Reading in the UK.

CUSTOMER TESTIMONIAL

“With consistent quality across the whole range, Nature's Meadow showcases the best Irish beef and lamb has to offer. As a brand that is deeply connected to its environment, the grass fed diet their cattle and lamb enjoy is a key element in creating the unmistakable juiciness and flavour of the meat.

Guido Bruzzo – Selecta, Italy

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