



Laidun Hereford is a business founded by three suckler cow breeders for the marketing of their Hereford beef products. The raw ingredient used in all Laidun Hereford products is pure beef from animals raised under ethical conditions. This means that, from the time they are calves through and throughout their lives, the animals are cared for in a manner that focuses on their well-being, facilitates the natural behaviours of the breed and treats the animals with respect to very end. The final product of these efforts is Finnish-grown farm-processed and additive-free beef in various forms. The key to providing this tender and tasty meat is the Hereford's ability to utilize quality grass feed.



As is typical for the breed, the Herefords are kept at pasture throughout the spring, summer and fall. Calves are born in the spring and enjoy the tender care of their dams throughout the entire grazing season. In winter, the Herefords are kept in free stall shelter or barns and are also provided access to outdoor exercise areas as much as possible. Kept as a herd, the Herefords have the opportunity to exercise their normal herding behaviours year-round. Herefords are relatively docile herd animals and are easily handled, and neither the summer heat nor sub-zero temperatures cause this breed any significant stress.

All three Laidun Hereford farms are located in Southern Ostrobothnia. The Tanner and Harju farms in the municipality of Teuva and the Toija Organic Farm is located in the city of Kauhajoki.

Animals are transported a short distance to a local private abattoir and cutting of the meat is also handled locally by a private butcher service, where the work is done from start to finish entirely by hand.

Our products are available from our online store www.laidunhereford.fi/kauppa

Our online store offers ready-made assortments from ground beef to prime cuts as well as the opportunity to purchase items separately. A selection of processed products is also offered, including such items as bratwurst. We also cooperate with other producers and offer some of their items through our online store.



Products are delivered in heat-insulating cold boxes and transported by Thermo Refrigerated transport service provided by the postal service throughout Finland. The cold boxes feature a precise temperature monitoring system, which is used to ensure that the cold chain remains unbroken. Our products are primarily sold fresh, but there are also freezer products in storage. Customers place their orders by Monday evening at the latest, we prepare and ship the orders on Thursday and on Friday the customer receives his order as a direct delivery to his home.

www.laidunhereford.fi