

cervena[®]

N A T U R A L T E N D E R V E N I S O N



Fact Sheet

WHAT IS CERVENA

Cervena is premium farmed venison from New Zealand. Cervena is distinguished from all other venison by the trademarked assurance that the meat has been naturally raised and processed in licensed Cervena plants according to internationally recognized quality standards.

ABOUT THE NAME

The name Cervena reaches back to historical origins, combining *cervidae*, the Latin word for deer, with venison.

CRITERIA TO BECOME CERVENA VENISON

In order to qualify as Cervena Natural Tender Venison, the farmed animals must meet specific criteria:

- Three years of age and under.
- Naturally raised :
 - the deer must be able to roam and graze freely in natural conditions on the pastures of the farm
 - no growth hormones or steroids are administered to the animals
 - the deer are fed only on the grasses of the pasture and can be supplemented during the colder months with only natural feed like hay and silage
- Transported and processed according to strict quality-assured standards of the Cervena brand; licensed processing plants are audited regularly by an independent agency



CERVENA'S DISTINGUISHING CHARACTERISTICS

Cervena's distinguishing characteristics have made it the choice of many top chefs who serve venison on their menus.

Flavorful – a distinctive, yet mild red meat flavor

Tender – from naturally raised animals three years and under

Consistent – high standards guarantee consistent quality from order to order

Quality-Assured – “commitment to quality from pasture to plate” is the hallmark of the Cervena product, which is processed and packaged to highest international standards, including US FDA requirements.

Healthy – low in fat, calories and cholesterol, and a quality source for protein and iron, Cervena shares a similar nutritional profile to skinless chicken breast, but with a third the fat and more than double the iron.

Versatile – the taste and texture of Cervena as well as the variety of cuts available make it conducive to year round eating, from seasonal preparations like braised osso bucco in winter or to a grilled steak in the warmer months.

HOW TO PURCHASE CERVENA

Chefs may purchase Cervena through local wholesale distributors. A list can be found at www.cervena.com.

For additional information on Cervena venison, visit our website, www.cervena.com

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