



WELCOME TO FIRST LIGHT LET'S GET TO KNOW EACH OTHER!

You're someone who appreciates the highest quality, good-to-eat meat on the market. You demand succulence, tenderness, freshness, and you're keen to know where each cut of meat that makes it to your plate comes from.

We're a progressive New Zealand company based on old fashioned values: we're part-owned by our ranchers, which means they are not only integral to the quality of our meat, but involved in what we stand for and how we operate.

Our commitment to you? Delicious grass-fed meat, raised honestly, for our growing tribe of conscientious consumers.

ACCOLADES

IT'S ALWAYS GREAT TO GET A PAT ON THE BACK FROM PEOPLE WHO LOVE OUR MEAT AS MUCH AS WE DO!

First Light 100% grass-fed wagyu recently claimed two gold medals, and we couldn't be more thrilled.



GOLD MEDAL
2018 WORLD
STEAK CHALLENGE
LONDON



GOLD MEDAL
2018
STEAK OF ORIGIN
NEW ZEALAND

First Light™

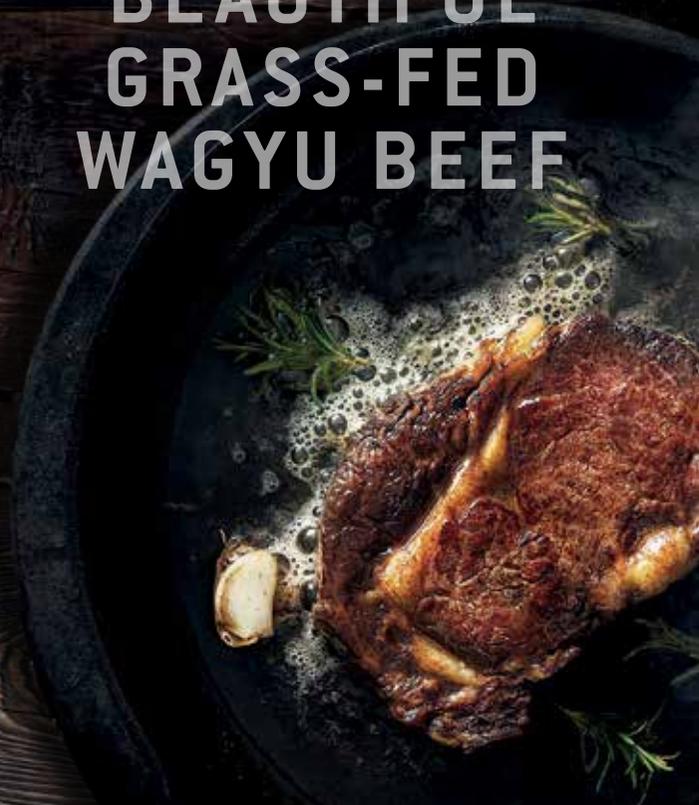
FIRST LIGHT FOODS LIMITED
Tel: +64 6 878 2712 Email: info@firstlight.farm

 [Facebook.com/firstlightfarm](https://www.facebook.com/firstlightfarm)
www.firstlight.farm



First Light

BEAUTIFUL GRASS-FED WAGYU BEEF



WHY CHOOSE FIRST LIGHT 100% GRASS-FED WAGYU?

BEAUTIFUL MEAT

Our meat really is beautiful. The natural marbling comes from the lush 100% grass diet our cattle graze on. And it ensures every piece of premium First Light grass-fed beef is juicy, tender and full of flavour.



HEALTHY MEAT

Our meat promotes good health. All First Light products are gluten, nitrate and preservative free and packed with Omega-3s, vitamin A, and low in saturated fat. With no added hormones and no routine use of antibiotics, it's the right decision for you and your family.



GOOD FOR THE PLANET

Our meat helps protect the planet. Big call, right? But break it down – our Wagyu cattle are raised as nature intended on a 100% grass-fed diet, with no grains, no feedlots and absolutely no GMOs.



GOOD FOR THE ANIMALS

Our meat comes from humanely-raised animals. First Light has been awarded internationally recognised Certified Humane® accreditation, so you can be assured that we meet stringent standards for animal welfare practices.



FIRST LIGHT FACTOIDS

What is wagyu?

Wagyu is a cattle breed, common in Japan. Here in New Zealand our wagyu are bred in true Kiwi style, on lush pasture, breathing fresh air, and getting lots of exercise!

What is marbling?

Marbling refers to the ribbon of fat running through a cut of meat. It is a naturally occurring fat, high in Omega 3 – the kind of “good fat” we should be eating, rather than avoiding.

Where is First Light grass-fed meat produced?

First Light ranchers come from all over New Zealand. The view from the farm gate might be different but the values are the same - a deep passion for the land and for the happy cattle they raise.

“WE RAISE OUR ANIMALS THE WAY OUR PARENTS AND GRANDPARENTS DID. OUR UNIQUE APPROACH USING WAGYU CATTLE AND A FARMER OWNED BUSINESS MODEL IS CREATING AN ENDURING LEGACY FOR OUR CHILDREN.”

WENDY AND DUNCAN HOLDEN

First Light ranchers, Central Hawke's Bay, New Zealand.

LET'S EAT!

GRASS-FED WAGYU COOKS FASTER THAN REGULAR GRAIN-FED BEEF SO FOLLOW THESE SIMPLE INSTRUCTIONS FOR THE PERFECT STEAK.

1. The more marbling in the beef the more tender and juicy it will be – choose a good-looking cut!
2. Bring the wagyu up to room temperature before cooking and oil the meat not the pan.
3. Salt the beef liberally just before cooking it to get great caramelisation.
4. Cook it on a medium heat until done (we recommend medium rare).
5. Rest the meat – this allows the juices to redistribute evenly, which will make your steak extra delicious.

Head to www.firstlight.farm for more tips, tricks and recipes.

Follow us on Facebook:

www.facebook.com/firstlightfoodsNZ

Follow us on Instagram:

www.instagram.com/firstlightgrassfed

