

Transparent Labs Grass-Fed Whey Concentrate: Better Cows, Better Protein

written by Mike Roberto | November 7, 2017



When we first covered **Transparent Labs** a couple years ago, the brand carried only a Grass-Fed Whey Isolate and the rather robust PreSeries Bulk pre workout— both fully open-labeled, and both naturally sweetened with stevia.

Since then, the brand has slowly built out its product repertoire and amassed a rather sizeable following in the industry, especially among those committed to quality, all-natural sweeteners, and *transparency*.

Hot off the release of their **oyster extract-laden ZMO** nighttime sleep / recovery supplement comes the brand's newest protein supplement — **100% Grass-fed Whey Protein Concentrate**.

We've got more details ahead, but first, take a moment to check our best deal thanks to our industry-leading Transparent Labs Coupon and sign up for alerts from PricePLOW:

Transparent Labs 100% Grass-Fed Whey Protein Concentrate —

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Grass-Fed Whey Concentrate Ingredients

The name of the product is pretty self-explanatory – it's 100% grass-fed whey protein concentrate. Basically grass-fed whey, for those of you unfamiliar with it, comes from cows that have been raised on ONLY grass, apparently *without* eating any grains, steroids, hormones, antibiotics, etc.

- **Grass-fed Whey Protein Concentrate (31g)**

Nutrition Facts	
30 servings per container	
Serving size	1 Scoop (33.34g)
Amount Per Serving	
Calories	120
% Daily Value*	
Total Fat 1.5g	2%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 75mg	25%
Sodium 270mg	12%
Total Carbohydrate 3g	1%
Dietary Fiber 0g	0%
Total Sugars 2g	
Includes 0g Added Sugars	0%
Protein 24g	
Vitamin D 0mcg	0%
Calcium 118mg	10%
Iron 0.3mg	2%
Potassium 118mg	2%
<small>* The % Daily Value tells how much a nutrient in a serving of food contributes to a daily diet and that 2,000 calories a day is used for general nutrition advice.</small>	
<small>Ingredients: Grass-Fed Whey Protein Concentrate (31g), Salted Caramel Flavor (1,680mg), Sodium Chloride (525mg), Stevia (135mg)</small>	

TL Grass-Fed Whey Concentrate is low in carbs and fats, but the fats that are there are very healthy.

Transparent Labs includes 31g protein from whey protein concentrate, yielding **24g protein per serving**. Compared to whey isolate, concentrate retains a lot more of the fat from milk, which might seem like a bad thing, but in fact, it might be a very, very, *good*

Given that 24g of yielded protein comes from 31g powder, that is a 77.4% grade WPC – meaning this is *nearly all* **WPC-80**. In fact, it's likely all WPC-80, as it's difficult to find WPC-80 that always truly hits 80%, unfortunately. So credit to Transparent Labs for being so... transparent with that!

Grass-Fed Whey Concentrate?

Grass-fed proteins contain numerous healthy nutrients which are usually denatured or removed during the manufacturing processes. Among these nutrients are immune-boosting *Immunoglobulins*, *cysteine*, and the prebiotic *Lactoferrin*, which combats a wide range of bacteria, fungi, yeast, and protozoa.[1,2,3] Plus, **grass-fed cows have better fatty acid and antioxidant profiles**,[4] which means you're getting more of the "good" type of fats from grass-fed products.

The potential benefits translate more than with isolates

Often times we state that grass-fed whey *isolates* are not necessary from a health standpoint – there's not going to be much of a difference since the benefits of a better fatty acid profile are *removed* when they isolate out the fats and sugars anyway!

But with *concentrates*, the benefits of going grass-fed are going to be slightly better than with isolates, as more of that "extra 23%" is *not* going to be from sad corn-fed cows.

And of course, regardless of isolate or concentrate, we'll always support happy and healthy cows – grass is what they're *supposed* to eat, and it makes them healthier. PricePlow is a Texas-based company, and out here we like our cows to be *pastured*, not "farmed".

- **The Rest**



Repair and replenish those muscles punished during squat day with a post workout protein shake for TL Grass-Fed Whey Protein Concentrate.

The product will include salted caramel (or vanilla or chocolate, depending on which flavor you get) flavoring, some salt, and **stevia**.

So we're wondering – how will this taste? Because stevia-sweetened protein powders are normally *isolates*, which don't often taste as good in the first place. Stevia sweetened *concentrates* don't come around as often, and whey concentrate is indeed better-tasting to most of us.

And if you noticed in the ingredients panel to your right, Transparent Labs is embracing **full label disclosure** practices by telling you exactly how much of the "other" ingredients there are in its protein.

It's refreshing (and encouraging) to see other companies adopting this practice finally aside from NutraBio!

Macros

Each scoop of Transparent Labs new grass-fed whey protein contains the following nutritional profile:

- **Calories:** 120
- **Protein:** 24g
- **Carbs:** 3g (2g sugar)*
- **Fats:** 1.5g (1g saturated fat)



*Note that those sugars are likely coming from both the whey concentrate's natural milk sugars – ie *lactose*– so if you're lactose intolerant, you'll need to skip to the Transparent Labs Grass-Fed Whey Isolate or some other pure isolate.

The cocoa also always adds a carb in the chocolate flavor system (not sure about the salted caramel one they're using though).

Flavors Available

As we saw with the brand's grass-fed whey isolate protein, they're using only stevia to sweeten it, which represents a formidable challenge for most companies on the market. We've seen a few pull it off with relatively little "stevia bite", but how will it fare with TL's three flavor lineup?

We'll have to test it for ourselves in one of the three following flavors:

- Milk Chocolate
- French Vanilla
- Salted Caramel

Better Cows, Better Protein. At least that's the theory!



Click the image to see all Transparent Labs supplements along with our Transparent Labs Coupon!

Transparent Labs has delivered another top quality product with their grass-fed whey. For users on a budget, we never recommend the grass-fed isolates. But grass-fed *concentrates* may bring more benefits at a slightly lower cost, so we think this is an interesting play. Just make sure you're not lactose intolerant.

The big question is...can they avoid the bitter after bite of stevia? Can it being a pure concentrate help? We've seen many brands try with little success, so we'll have to wait and see what happens during our upcoming review of the product.

Until then, make sure to use our most excellent Transparent Labs coupon to save big on all TL supplements, as these are not the cheapest ones on the market.

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References

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