



2014 Grass Fed Beef Information Sheet

Our Beef:

Our beef is about as organic as you can get. We are hormone free, antibiotic free & 100% grass-fed. Our cattle are mostly black baldy which is a cross between Black Angus and Hereford. We have been raising cattle for over 20 years and have worked hard on raising excellent genetics focusing on feed efficiency EPDs. The beef is raised here on the ranch in the high desert area of Southeastern Idaho. Our facility is very low stress on the animal which really has a positive effect on the tenderness of the meat. We are big believers in treating our critters humanely....and the whole process is very low-stress and painless. These yearlings (16-18 months old) never see a feed lot or sales ring....and never even see the butcher shop....as they are humanely processed here at the home ranch....and then transferred to our extended family's meat shop in a refrigerated truck where they are then aged and cut and wrapped.

Our Feed:

Our early Spring feed, from April to June, consists of native desert grass and then in June the cattle are brought to our home ranch and graze on irrigated ground until around September and then they return to the native desert grass until early December. When the snow flies we feed the cattle an alfalfa/grass hay mix which is organically grown and non-GMO. The cattle have free choice mineral at all times and only drink from clean well water....Even our desert ponds are fed from deep water wells.

The Process:

We sell our beef on the "hook"....which means you pay for the carcass weight and absorb the trim amount depending on how it's cut and wrapped. An average trim loss is about 25% of the carcass weight. We sell by the pound based on "hook" weight and **we pay for all processing....so no hidden cut and wrap, brand inspection or kill fees.**

There is a big misunderstanding in the industry today regarding custom beef orders. There is a difference between "live weight" (*before the animal is killed*) and "hanging weight" (*carcass hung to age*) and then "cut and wrapped weight" (*boxed packages*). Another factor to understand is our hanging weights are based on "cold weight"meaning we let it hang in the cooler for several days before weighing the carcass. Some operations base their carcass weight on "hot weights"....which is the weight immediately after butchering and is about 5% heavier than the cold weight.

Our cattle are scheduled to be butchered middle to end of July....making delivery to the Washington & California around the first part of August. This year we are doing a **standard cut unless you specify otherwise.** You have the option of contacting the meat shop directly for custom cuts and package sizes. We are using *Del Monte Meats* this year for our packaging. Once you place your beef order, we assign you an animal...and then once it's butchered, we contact you with the exact weight and details regarding cut & wrap, delivery and payment. After the beef ages....it is cut and wrapped and boxed with your name on it and frozen solid. We then schedule our delivery date....load the boxes of beef into a freezer trailer and deliver to your area....usually meeting at a central area for everyone.

Please visit our website for more information and photos of our operation.

www.horsecanyon.com/sbcc
(208) 221 - 7032



2014 Prices

Price per Pound:

Whole or half beef (hook weight) = \$6.50 / lb.

- Whole beef is approx. 480 to 550 lb. hook weight
- Half beef is approx. 240 to 275 lb. hook weight

Quarter beef (hook weight) = \$6.75 / lb.

- Quarter beef is approx. 120 to 137.5 lb. hook weight

Deposit:

To reserve your beef, we require a \$100. Non-refundable deposit per quarter....or \$200 per half....\$400 for whole beef.

Payment:

We take credit cards or you can mail us a check. Once you place your order, we will email you an invoice for the deposit. The balance is due once we have butchered and have exact hanging weights.

Delivery Costs:

Delivery costs to areas listed below is included in the price per pound.

Currently we are delivering to Washington (Spokane, Ellensburg, Seattle/Tacoma) Portland, OR & San Jose, CA....and if 5 carcasses or more, will consider other areas.

To place an order, please let us know via email or by phone and we will invoice you for the deposit and put you on the list for beef delivery.

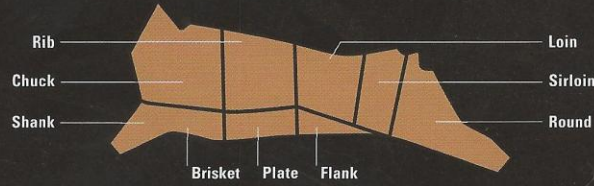
Orders must be placed by June 20th!

info@horsecanyon.com

(208) 221-7032

Beef Made Easy[®]

Retail Beef Cuts and Recommended Cooking Methods



BEEF
IT'S WHAT'S FOR DINNER.[®]

BEEF
FUNDED BY
THE BEEF CHECKOFF

Chuck



Rib



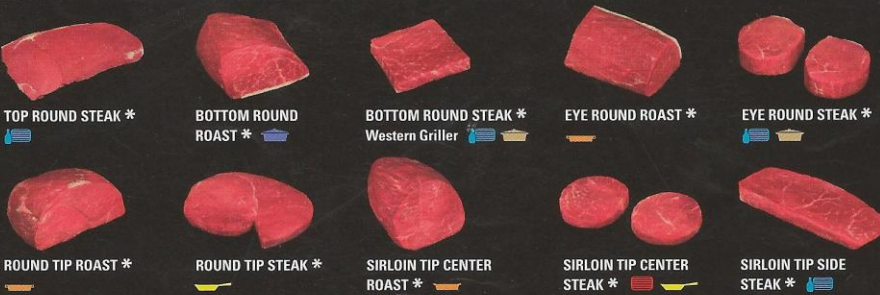
Loin



Sirloin



Round



Shank and Brisket



Plate and Flank



Other



Key to Recommended Cooking Methods

- Skillet
- Grill or Broil
- Marinate & Grill or Broil
- Stir-Fry
- Roast
- Stew
- Braise
- Pot Roast

*These cuts meet government guidelines for "lean" and are based on cooked servings with visible fat trimmed.

Lean is defined as less than 10 grams of total fat, 4.5 grams of saturated fat, and less than 95 milligrams of cholesterol per serving and per 100 grams (3.5 oz).