



## Hello and Thank You for your Interest in our Natural Grass-fed Angus Beef!

Our beef has all the healthful benefits attributed to grass-fed beef, and has proven to be tender and delicious by our numerous satisfied repeat customers. It is raised on pastures in the summer & fall months and in spacious pens in the non-pasture season. It is free of growth hormones or antibiotics, and raised without the use of grain as a dietary supplement. Strictly grass or hay (or silage, which is fermented hay—a method used to preserve the nutrition and quality of the grass while it is stored).

**We sell our beef by the 1/4 or half an animal, and not by individual cuts.**

This requires the investment in a small (minimum 3 cubic ft.) freezer for our customers, but allows them greater flexibility for other foods in addition to the opportunity to purchase their food directly from our farm. The beef is slaughtered at a government-inspected abattoir, then dry-aged for 21 days to concentrate the flavour & tenderness, and then cut & wrapped by an excellent professional butcher with whom we've developed a very good relationship for the last 7+ years.

One important thing to note is that the quarters of beef that we sell are neither hind quarter nor front quarter, but rather an even blend of both quarters, so essentially, you are getting half of a half instead of a quarter. This protocol came about because we were constantly having many more orders for hind quarters than front quarters, and we still have not figured out how to grow beef that comes with 4 hind quarters! Getting a half of a half ensures that you have a balanced selection of cuts from the whole animal and allows us to market everything at once.

The beef is frozen, then available for pick-up at our farm which is located just west of Anola, at 59018 Stoneridge Road, approximately 15 minutes east of the Perimeter and Dugald Road.

**So how much beef do you get in a 1/4 of an animal you ask?**

Firstly, each animal is unique, so a size range of 120-170 lbs is approximately what you'd be getting. This is approximately 3 cubic feet of volume when it comes down to fitting in your freezer.

**What is the cost for a quarter of beef?**

Well, we charge \$5.00/lb for the beef, which includes cutting & wrapping and freezing, so given the approximate weight range, it usually works out to \$600 – \$850 for the quarter. An important thing to note about buying in bulk directly from the farm is that the price per pound is based on the carcass weight, and not on the actual pounds that you receive in your box. There is a certain percentage of moisture that shrinks out of the beef as well as the bones that are removed, so you end up with less actual pounds of meat than what you what you "paid for".

This might seem unfair, but it is actually a very good price compared to what you'd pay in a store even for "conventional" beef (non-grassfed). When you shop at the store, there are certain cuts that are on sale, and certain premium cuts that are quite pricey. Buying farm-direct beef from Edie Creek Angus gives you the opportunity to get a little bit of everything for one guaranteed price, so you're paying the same price for ground beef as you are for



tenderloin or ribeye steaks! And this way, you know where and how your beef was raised, and that you're supporting a Manitoba family farm that is working in harmony with nature.

As a quick illustration to support this reasoning, my brother-in-law did a quick calculation of the beef he got in his 1/4 compared to what you'd pay in the store for the same cuts and weights of meat: he paid \$610 for his quarter of beef (it weighed 122 lbs), and he calculated the value of the beef he took home to be worth over \$718 when purchased as individual cuts from the grocery store. So not only is it cheaper than grocery store prices, you know it was raised humanely and responsibly by local farmers who care for the land and the animals.

We require a \$100 deposit from new customers to ensure your commitment to purchasing the beef or lamb (we have been burnt by people whose word is not their deed). You can mail a cheque to us to reserve your beef or lamb, and new customers we require cash payment for the balance upon pickup of your beef or lamb. Subsequent purchases can be made by cheque payment for the whole amount at pickup time.

Please make the cheque out to: BOUW FARMS LTD. and mail it to:

Bouw Farms Ltd.  
Box 418, RR # 1  
Dugald, MB  
R0E 0K0

Our customers will often share a quarter with one or more families if their freezer space is limited, or if it would take too long to eat through an entire quarter of beef on your own. Ideally, splitting a quarter into two families is best, as it becomes tough to keep the portions fair & equal on 3-way or 4-way splits due to the number of certain cuts of beef available (only so many tenderloin steaks in an animal).

One suggestion if you don't already have a freezer would be to look online for a used freezer (kijiji etc) People who are moving will even give it to you for free if you haul it away sometimes! Otherwise the cost of a freezer can be quickly paid for if you amortize the savings over retail prices that you get over a number of years...

If you have any more questions, or would like to place an order, please let me know, and I will be happy to help out.

Thanks,

Jonathan Bouw  
Bouw Farms Ltd./Edie Creek Angus