

## The Ranch

The Valle Grande Ranch is located 30 miles southeast of Santa Fe on Rowe Mesa. The ranch is owned by The Quivira Coalition, a non-profit conservation organization dedicated to restoring and managing land health in the Southwest. We believe that maintaining working landscapes is one of the best ways to ensure a sustainable, healthy environment and food supply.

The Valle Grande Ranch serves as a demonstration for forest and rangeland restoration projects, low stress livestock management, education, and outreach. The ranch operates on 36,000 acres of U.S. Forest Service land. The mission of the ranch is to strengthen public lands grazing in northern New Mexico.

## Our Cattle

We make every attempt to raise our animals as naturally and as stress free as possible. Stress free animals produce tasty, healthy, lean meat. Pasture raised means they are grazed on open range and are never confined in a feedlot. We move them from pasture to pasture under a carefully planned rotation schedule using low stress management techniques. They are not given hormones or antibiotics.



## Why Buy Local Pastured Beef?

- **Health Benefits:** Pastured animal products have been shown to be low in fat, cholesterol and calories, and high in Vitamin A, conjugated linoleic acid (CLA), Omega-6 and Omega-3 fatty acids. ([www.eatwild.com](http://www.eatwild.com))
- **Supports Local Farm and Ranch Families:** Farmers and ranchers who sell directly to you receive the full value for their food, which means these families can afford to stay on the farm or ranch.
- **Builds Community:** Buying direct re-establishes a time-honored connection between the consumer and the grower.
- **Preserves Open Space:** The ranches and farms that remain will only do so if they are financially viable. Buying direct means you are being proactive about preserving the agricultural landscape.
- **Supports Healthy Land, Water and Air and Benefits Wildlife:** A well managed family ranch or farm builds fertile soil, clean water and promotes biodiversity. Healthy rangeland builds resilience and biodiversity in the ecosystem and “captures” carbon dioxide. ***Buying local also reduces the overall carbon footprint by minimizing food miles.*** Ranch and farm habitats create large contiguous wildlife corridors.
- **Cost:** Prices are more affordable from your local producer than buying from the large chain stores that bring pasture raised/grassfed beef from far away. Transportation costs are only increasing.

## Pasture Raised Beef

A whole beef, depending on how you choose to have it cut and which items you wish to save, will yield 200—250 pounds of packaged beef and require 10 cubic feet of freezer space. The beef will keep well for 1 year in a good, cold freezer. Animals vary considerably in their bone structure and consequently the final yield of packaged beef will vary. Numbers provided here are for example only.

A typical mix of cuts from a whole beef will include:

### **Steaks -- 28%**

- 2 tenderloin steaks
- 2 chuck steaks
- 8 round steaks
- 6 rib steaks
- 4 sirloin steaks
- 6 T-bone steaks

### **Roasts -- 22%**

- 1 rump roast
- 2 sirloin tip roasts
- 2 arm roasts
- 2 chuck roasts

### **Misc. -- 50%**

- hamburger
- stew meat



## Processing & Cost

Approximately one month prior to meat delivery, we will provide you with a cut sheet to specify your preferences for the different cuts of meat. If you are not familiar with this, we can help. Your beef will be dry aged 14-21 days, cut and double wrapped before freezing. Dry aging tenderizes the beef and enhances the flavor.

We offer both whole and half animals. The cost of the animal is \$1.50 per pound, live weight (on the hoof). These prices have not increased from last year!

Our animals range between 600-800 pounds. For example: a 700 lb. animal will cost you \$1,050, plus the cost of transportation and processing (approximately \$350) for a **total of \$1,400**. Half an animal is approximately half the cost.

*After processing, the 700 lb. steer will yield approximately 200-250 pounds of cut and wrapped meat, which makes your \$1,400 cost average \$5.60 to \$7.00 per pound. This is less than your local grocer.*

There will be several beef delivery dates from September through October. We will pick up the beef from the processor and distribute it from our office on specific days. You will need to be available to pick up your order at that time.

After purchase, we will be in close communication with you with regards to your cut sheet, payment, and pick up.

## Order on-line:

Go to [www.quiviracoalition.org](http://www.quiviracoalition.org) and click "On-line Store" and look for Pasture Raised Beef! For more information, contact Catherine Baca at 505-820-2544 Ext 2#, [cbaca@quiviracoalition.org](mailto:cbaca@quiviracoalition.org) or Fax: 505-955-8922.

The non-refundable deposit for a whole animal is \$200 and \$100 for half. This deposit guarantees the beef will be reserved for you. The remaining balance will be due prior to shipping to the processor in the fall. Orders must be received by **August 1, 2008** to guarantee availability.

Date: \_\_\_\_\_

Circle One Size:    Whole        Half

Deposit Amount: \$ \_\_\_\_\_

Name \_\_\_\_\_

Mailing Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_



# Rowe Mesa Pasture Raised Beef

From our  
Mesa to  
Your Table

## 2008 Order Form

The Quivira Coalition  
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