

HEARTSTONE ANGUS, LLC

GRASS-FED BEEF INFORMATION PACKET

Contact:

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Our ranch is located south of the small-town of Silver City, New Mexico, in the foothills and canyons of the Burro Mountains, ranging between 5000-7000 feet in altitude. Our family believes grass-fed cattle raised on rangeland produce not only more efficient and productive genetics, but also results in more nutritious beef for the consumer. Over the last 25 years we have carefully cultivated our herd for the best possible genetics in productivity, and efficiency. While we are a small, family operated program located in the rural and rugged southwest, we are producing profitable, high quality cattle that can compete with any program in the nation.

At Heartstone Angus, we have always been committed to sustainable ranching. We are driven to produce the most nutritious beef possible without the use of grain, antibiotics, or hormones. We know the best beef comes from grass-fed cattle on rangeland. We avoid the use of starch in our cattle's diet because research has proven that high starch diets have negative effects on the heart and liver. By avoiding starch our cattle have a healthier ratio of beneficial Omega3 to Omega6.

Quality and Yield Grading

Quality grading predicts the palatability and eating quality of the beef. This grading system sorts carcasses into uniform groups. They are described as prime, choice, select, standard, commercial, utility, cutter and canner. These are determined by maturity and marbling of the animal. The more marbling, the better quality the beef. As the animal's age increases, the quality grade begins to decline. (Prof. Neil Burcham, NMSU)

RELATIONSHIP BETWEEN MARBLING, MATURITY, AND CARCASS QUALITY GRADE¹

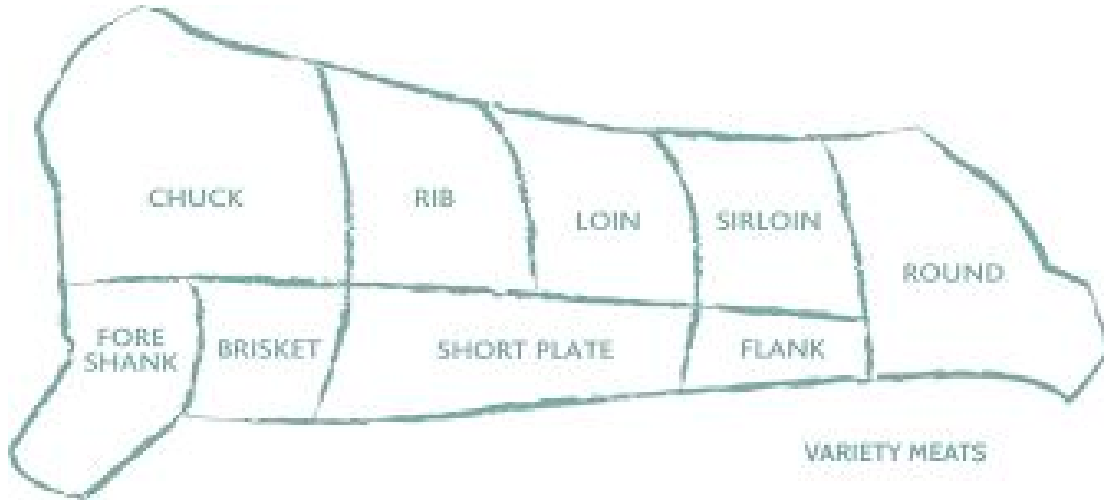
Degrees of Marbling	Maturity				
	A	B	C	D	E
Slightly Abundant	PRIME				
Moderate			COMMERCIAL		
Modest	CHOICE				
Small					
Slight	SELECT		UTILITY		
Traces					
Practically Devoid	STANDARD			CUTTER	

Heartstone Angus, LLC
Grass-fed Beef Information Packet

How Much Beef to Expect in Your Order

The general rule of thumb for carcass beef of an animal under 30 months is:
25% of bone and trim loss, 25% roasts, 25% steaks, and 25% ground beef.

For an animal older than 30 months the expected beef is:
 $\frac{2}{3}$ ground beef and $\frac{1}{3}$ steaks and roasts.



The packaged take home beef weight for an animal less than 30 months is approximately 40% of the animal's live weight, or 75% of the hot carcass weight (HCW). *Hot carcass weight is the unchilled weight of the animal after the removal of the head and organs. In the first 48 hours after harvest, there is typically 1-2% shrinkage. This is due to moisture loss. During the 21-day dry-aging process the carcass will shrink a total of 4%-6% from the original beef product.

Approx. Carcass and Take Home Weight by Live Animal Weight

Live Animal Weight:	1030 lbs	1110 lbs	1200 lbs	1270 lbs	1350 lbs
<u>WHOLE</u>					
<i>Whole HCW Weight</i>	650	700	750	800	850
Take Home Weight	488	525	562	600	638
<u>HALF</u>					
<i>Half HCW Weight</i>	325	350	375	400	425
Take Home Weight	244	262	281	300	318
<u>QUARTERS</u>					
<i>Quarter Weight</i>	162	175	188	200	212
Take home Weight	122	131	141	150	159

*Quarters are recommended for people splitting a half or whole beef with another person. Not recommended for individual purchase.

*HCW = Hot Carcass Weight: The unchilled weight after head and organs have been removed

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Pricing

Price Per Pound

<u>Animals Under 30 Months</u>		
WHOLE	HALF	QUARTER
\$7/lbs	\$7.50/lbs	\$8/lbs

<u>Animals Over 30 Months</u>		
WHOLE	HALF	QUARTER
\$6/lbs	\$6.50/lbs	\$7/lbs

How to Reserve Your Order

If you are ready to place your order, you can request an order form to be sent to you via email or mail. You can also place an order over the phone at (575) 313-4028.

How to Pay

We provide online bill paying through PayPal.

Personal checks are accepted but will need to be received and cleared before your scheduled delivery.

Delivery

There is no need to worry about shipping. We deliver your orders to your door! After the dry-aging process (21-days), our butcher will cut and package your beef order in paper and we will pick it up for delivery to your home.

Covid-19 Protocols and Considerations

Your health and safety is very important to us. During this time, we are following all safety protocols set by the state and federal government. To minimize the possibility of transmission we are participating in contactless delivery. When we arrive to deliver your beef we will be wearing face masks as well as gloves and maintain social distancing as much as possible.