



- TENDER AND JUICY
- 27% LESS FAT THAN GRAIN-FED BEEF



GRASS-FED BEEF:  
NATURALLY HIGH  
IN HEALTHY OMEGA 3  
ESSENTIAL FATTY ACIDS,  
BETA CAROTENE,  
VITAMIN E, AND  
AND CLA.



#### ORDERING INFORMATION



- STANDARD CUTS OR CUSTOM CUT ORDERS
- CRYO-PACKED FOR LONG FREEZER LIFE
- STEAKS 1 PER PACKAGE
- ROASTS APPROX. 4 LBS. PER PACK
- OTHER CUTS APPROX. 1 LB PER PACK
- THAWS IN APPROX. 20 MINUTES TEPID WATER

#### TYPICAL DISTRIBUTION OF BEEF IN POUNDS

BEEF	1/8	1/4	1/2	Whole
Steaks (27%)	16.2	32.4	64.8	129.6
Roasts (24%)	14.4	28.8	57.6	115.2
Hamburger (40-45%)	24	48	96	192
Short Ribs, Stew Meat, Etc (9%)	5.4	10.8	21.6	43.2
Total Approx. Weight	60	120	240	480
Total Approx. Cost <i>Weights may vary per animal</i>	\$480	\$960	\$1,920	\$3,840
Approx. Freezer Cubic Feet needed	2.3	4.5	9	18

#### USDA INSPECTED

Our price is \$8.00 per pound. A 25% deposit is required on all orders with shipping paid by customer. For custom hamburger patties please add 50 cents per pound.

TO ORDER CALL OR VISIT:

805-238-3811

WWW.FORBEEF.COM



#### GRASS-FED ANGUS

BETTER FOR ANIMALS

BETTER FOR THE ENVIRONMENT

BETTER FOR YOUR HEALTH

BETTER FOR FARMERS



WWW.FORBEEF.COM



OUR CATTLE PROGRESS  
FROM MOTHER'S MILK  
TO FRESH PASTURES  
OF GRASSES AND CLOVERS  
- WE ADD NOTHING TO  
WHAT NATURE PROVIDES.  
100% GRASS-FED FREE RANGE  
CATTLE CONVERT THE GOODNESS  
OF NATURE'S SALAD BAR INTO  
HIGH QUALITY PROTEIN.

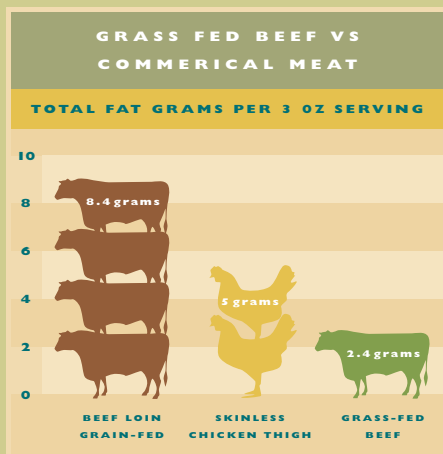




**BETTER FOR ANIMALS**  
 CATTLE ARE DESIGNED TO EAT GRASS - NOT GRAIN, CORN OR HIGH CARBOHYDRATE FEED - AND WE FIRMLY BELIEVE THERE'S NO NEED TO IMPROVE ON NATURE. OUR HERDS GRAZE FREELY ON GRASSES AND CLOVERS, AND LIVE IN A BEAUTIFUL, STRESS-FREE ENVIRONMENT.



**BETTER FOR THE ENVIRONMENT**  
 OUR METHOD OF PASTURE FARMING RESTORES BALANCE TO THE LAND. ROTATIONAL GRAZING INVIGORATES THE TOP SOIL, REDUCES EROSION, UNLOCKS NUTRIENTS AND ENCOURAGES THE DIVERSE GROWTH OF NATIVE PLANTS.



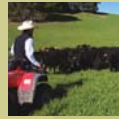
# THE HISTORY OF FAIR OAKS BEEF



Fair Oaks Ranch has been my family's home and business since 1959, yet it was only in 2001 that a unique opportunity presented itself to me. This is when I joined forces with David Foss, a New Zealand rancher with 28 years experience in the cattle industry and the former manager of Turihaua Angus. Turihaua is the most renowned Angus cattle producer in his country, earning their reputation with over 100 years experience selectively breeding cattle that produce choice beef, fed solely on grass and clovers. David was given my number through a dear friend of his wife and after only two weeks his call from New Zealand resulted in our partnership. David was looking for a home for his finest Angus herd, and I was looking for a cattleman with experience in ranching from the soil up. ■ The land has taught me many things - most importantly, that living in harmony with nature is healthier than working against it. The meat you buy in the store comes from cattle that have been fed corn, grain, or feed byproducts. Cattle that are fed in confinement are routinely fed high carb diets with low doses of antibiotics and added hormones to make them bigger, quicker. The result is a fattier meat and a loss of vital nutrients. My search began for ways to return to nature's model in order to produce beef bursting with flavor, low in fat and nutritious. ■ Our shared philosophy of cattle ranching and our deep values based on sustainable farming and healthy food inspired David and I to bring Turihaua Angus stock to America. We agreed it was all about working with the land's own resources, using superior cattle, managing stock humanely, feeding only fresh grasses, and never using antibiotics or hormones. Today, Fair Oaks Ranch is a leader in sustainable family farming, producing the finest, naturally raised Angus grass-fed beef in California. Our "from pasture to plate" philosophy helps us provide our discerning customers with the healthiest, tastiest beef possible. ■



**BETTER FOR HEALTH**  
 OUR MEAT IS ALL NATURAL, WITH NO ANTIBIOTICS AND NO ADDED HORMONES. BEING LOWER IN FAT AND CALORIES THAN COMMERCIALLY AVAILABLE BEEF, A SIZZLING STEAK OR A SUCCULENT ROAST FROM OUR GRASS-FED CATTLE FITS PERFECTLY INTO YOUR HEALTHY DIET.



**BETTER FOR FARMERS**  
 MARKETING OUR BEEF DIRECTLY TO THE CONSUMER ALLOWS FOR SUSTAINABLE FAMILY FARMING IN AN ERA OF BIG BUSINESS RANCHES. YOU CAN TAKE PRIDE IN KNOWING YOUR FOOD DOLLARS ARE GOING DIRECTLY TO THE FOOD PRODUCERS.



David Foss & son Linton, with Coco Collelmo