



Reflected R Ranch **FREEZER BEEF**

Curtis & Susan Russell 24614 Co. Road G, Sugar City, CO 81076
Simmental & Sim-Angus cattle — All-Natural Farm Fresh Beef

June 2021

Taking orders now for delicious, farm-fresh freezer beef. Offer details:

- Weight varies with each harvest. Price is based on "cold hanging weight," which means the chilled carcass hanging weight based on certified scales at P&M Processing, a locally owned licensed processing plant in Manzanola, CO. We are selling you beef on the "cold hanging weight."
- \$3.⁹⁵ /pound cold hanging weight for **quarter** of beef, or \$3.⁸⁵ /pound cold hanging weight for **half** or **whole** beef. These prices are all-in: meat itself, processing /cut & wrap charges, and our delivery or rendezvous.
- All meat from single, healthy animal with the right amount of marbling for great taste yet providing you a lean and healthy final product.
- Deposit to Reflected R Ranch is required to confirm your order and accept your cutting instructions. (\$100 for quarters; \$200 for half and whole. Check or credit card accepted for deposit.)
- Custom cutting instruction form provided by email for you to complete.
- About July 23 or as soon as we know that actual cold weight, we'll pass along the weight. We can only give you estimates right now. See below.
- The meat will hang in the plant cooler for about 2 weeks for optimum taste. Weight and final product vary with each harvested animal. Locker staff cuts off some waste, so actual pounds received are less than carcass weight. The rule of thumb is that your final cut and wrapped freezer beef is about 63-65% of cold hanging weight. Custom plants do not weigh your final product, which is why we base it on the cold weight. They package it with your name on the meat and boxes.
- About Aug. 6, we will be glad to deliver to your home delivery, arrange a rendezvous, or meet you at P&M for your self-pickup. Full final payment due to Reflected R Ranch with pick up/delivery of freezer beef. (Good check or cash. No credit card.)
- Ready about Aug. 6, 2021.

EXAMPLE on the upcoming harvest

If the entire cold weight carcass weighed 800 pounds, then that would be 800 pounds x \$3.⁸⁵ per pound = \$3,080.⁰⁰ for a **WHOLE** beef; or 400 pounds x \$3.⁸⁵ per pound is \$1,540.⁰⁰ for **HALF** a beef; or 200 pounds x \$3.⁹⁵ per pound is \$790.⁰⁰ for **QUARTER** of a beef. So total price, less deposit, means that your remaining balance is due when we deliver about Aug. 6.

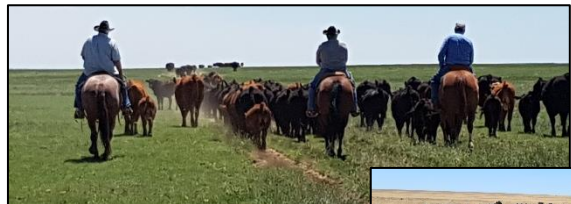
If you figure 63-65% of the 800 pounds, then you likely would have 500-520 pounds of meat to put in your freezer in this example. This is **ALL** the cuts of meat - hamburger, roasts, steaks, etc. A rule of thumb is one cubic foot of freezer space is needed for every 35-40 pounds of packaged meat. So, you will likely need to have about 15 cubic feet of room in your freezer before delivery if you wanted a whole beef in this example.

Your next steps:

- Let me know by email or text, of your order size: quarter, half or whole beef.
- Pay a deposit to Reflected R Ranch (mail us a check to 24614 Road G, Sugar City, CO 81076), and
- I will email you a cutting instruction form. Complete and return.

Some details about our ranch:

- Our SimAngus cattle are born and raised on our locally owned, family ranch. We are just outside of Sugar City, CO, and we raise wholesome beef without implants.
- Colorado Beef Quality Assurance certified ranch.
- Our beef is pasture raised and grain finished, which means all meat is from a single, healthy animal with the right amount of marbling for great taste yet providing you a lean and healthy final product.
- References of other freezer beef customers available on request.



Susan Russell
719-469-0020 (my cell)

www.ReflectedRRanch.com
reflected.r.ranch2@gmail.com