

# Fill Your Freezer with Healthy Grass Fed Beef

## What makes beef taste good?

The secret to great-tasting beef isn't found just in the kitchen. For Johnston's Farm Natural Beef, it begins with carefully bred and nurtured Angus cattle. Our cattle are allowed to live a natural lifestyle with a diet of grass and hay, access to sunlight, shelter, fresh water and exercise – from birth up to processing. Then, the old-fashioned dry-aging technique is employed to guarantee beef that is tender and full of flavor – from the prime cuts right down to the burger.

## What makes Johnston's Farm Grass Fed Beef "Natural"?

We believe that cattle and other animals bred by man for human consumption should be allowed to live the "natural" lifestyle from birth up to processing, the same they would if humans weren't involved in the process. We don't give them any growth hormones or unnecessary antibiotics, and they are never fed any animal by-products. Of utmost importance, the handling and processing should be done humanely and with respect to the animals who provide us with sustenance. Our cattle have clean Water to drink, shelter and shade in the summer. They are fed grass instead of grains. They are never subjected to the physical and mental stress of a commercial feedlot – and this directly affects the quality of our meat for the better.

## Why is grass-fed beef better, healthier and lower in fat?

Feeding cattle grass (and hay made from grass) is healthier for the animals and for humans. Few people realize that a high-grain diet can cause physical problems for ruminants—cud-chewing animals such as cattle, dairy cows, goats, bison, and sheep. Ruminant animals are designed to eat fibrous grasses, plants, and shrubs—not starchy, low-fiber grain.

Switching ruminants from their natural diet of grasses to grains also lowers the nutritional value of their meat and dairy products. Compared with grass-fed meat, grain-fed meat contains more total fat, saturated fat, and calories. It also has less vitamin E, beta-carotene, and two health-promoting fats called omega-3 fatty acids and "conjugated linoleic acid," or CLA. The milk from dairy cows raised in confinement is similarly low in these nutrients. One result of our modern "advances" in animal technology is inferior food. Source: [www.eatwild.com](http://www.eatwild.com)

## How much does a cow weigh and how does that translate to the amount of beef I will receive if I buy beef in bulk?

A live steer, ready for processing, weighs an average of 1,000 to 1,200 pounds. For a 1,200-pound animal, an average pre-cut carcass weighs approximately 750 pounds; thus, a Half Beef is 375 pounds and a Quarter Beef (split side) is 188 pounds.

Please understand that you'll be buying a unique animal and final weights will vary. Our price is based on the pre-cut carcass weight. The actual weight you receive (table ready) will be less than the pre-cut carcass weight. You can expect the product weight to decrease by approximately 30-35 percent from pre-carcass weight to table ready.

## How much beef does an average family eat?

Smaller families (2-4 people) who eat a moderate amount of beef will go through a Half Beef in about a year's time. A Whole Beef is more appropriate for larger families (5+ people) with lots of hungry, growing kids.

## Does freezing beef affect the taste?

Extensive research by Oklahoma State University and Kansas State University indicates that flash freezing of beef preserves the flavor, and in fact, even the most discriminating chef cannot tell the difference. Beef generally keeps best for up to one year frozen.

## How much freezer space will I need?

A Whole Beef requires approximately 16 cubic feet of freezer space for storage (2'x4'x2').

## Does Johnston's Farm Sell Individual Cuts of Beef?

Yes we sell cuts however due to the additional cost of USDA inspected cuts. Most of our business is with bulk beef (Whole, or Half Beef) because it is a better value. (More bang for the buck!) – You can purchase 20 Pound Sample Box (with a sample of all cuts – from the steaks right down to the burger!).

## Who should buy a 20 Pound Beef Sample Box?

There are many reasons to buy the Sample Box – single people love them; they make great gifts and they are also a good way to “sample” our beef before committing to a bulk order.

## How do I order from Johnston's Farm?

Our bulk beef can be ordered by the Whole Beef, Half Beef. Bulk orders of a whole or half beef are custom cut, flash-frozen and wrapped. Pick-up will be

scheduled at our home located in downtown Bradenton. This location is usually more convenient for most folks than the farm as it is located 22 miles east of I-75 from Bradenton. We attempt to have our 20 Pound Beef Sample Boxes available at all times but sometimes this is not possible. All beef will be picked up hard frozen but if you have a return trip of over one hour we recommend bringing coolers for your beef. If you need additional help **Give us a call at 941-228-2346** or send us an email through our Contact Us form and we can guide you through the ordering process. When your beef is ready to process we will send you several emails guiding you through the process. We will also call you to step you through your cutting request for the butcher. We require a small initial deposit when you place your order and then an additional deposit prior to processing your beef. Final payment is due prior to pick-up. We accept checks, money orders and credit cards and PAYPAL.

## How much does Johnston's Farm Grass Fed Beef cost?

### BULK BEEF

- Whole Beef \$3.70 per pound (Finished carcass weight)
- Half Beef \$3.85 per pound (Finished carcass weight)

### BEEF BOX

- 20 Pound Beef Sample Box \$250.00

## How soon can I get my beef?

Order bulk beef today and you are reserving an animal in our current herd. We do not have processed inventory, we are raising them as you read this. Within 24 hours, we will let you know by e-mail or phone how long it will take to process your order. We can usually fill orders within 4-6 weeks of receiving your deposit. Our 20 Pound Grass Fed Beef Sample Boxes are usually available at all times.

## OK, I am ready to order!

You can place an order on our web site, give us a **call at 941-228-2346**, or email us and we can help you get started on your order!