

Some History About Ruby Cattle Company

Our little ranch is located in the Piney Woods of deep East Texas, hemmed in by the Alabama-Coushatta Indian Reservation to the North and East, and the Big Thicket National Forrest Preserve to the South. We believe our location and personal care we give each of our cattle, make our EAST TEXAS ANGUS BEEF some of the best in the world! Our herd has been in the family for four generations, with each generation carefully selecting and developing only the best characteristics for a good beef. We keep our herd on the rolling hills of our ranch, and when you buy RCC beef you're buying beef that was born and



raised on RCC land. You're going to taste the difference!

Ruby Cattle Company

Texas Farm Raised Angus Beef

We raise beef the old-fashioned way—on the family farm. We don't feed antibiotics, animal by-products, or use steroids. Like many family farms, we focus on the future and sustainability. When you buy RCC beef, you're buying beef that we've personally raised and cared for—and you will quickly discover why we're so proud of it. We thank you for giving it a try,

Ruby Cattle Company

Owners and cowhands:

Joe B. Gulley, Jr., DVM

Joe B. Gulley, III

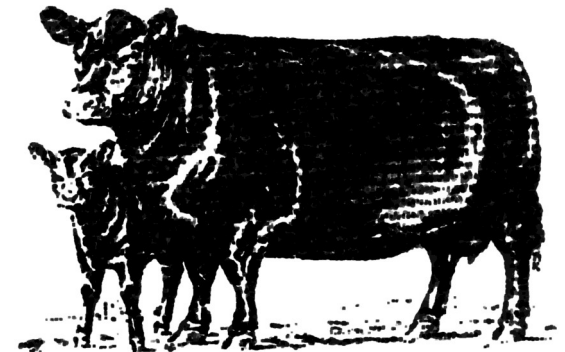
1161 J Gulley Road
Livingston, Texas 77351

Phone: 1-877-588-2175

E-mail: autumn@rubycattlecompany.com

RUBY CATTLE
COMPANY, LLC

Angus Beef
Price List



Ruby Cattle Company, LLC

Telephone: 1-877-588-2175

RCC Beef — All Texas, All Natural, All Angus Beef

Our grass fed beef is raised on a diet consisting of pasture grasses and clover and finished on a non-grain diet (consisting primarily of soybean by-products) and pasture grasses. If you want to try a few pounds, you can find our product at T-Jak's General Store or one of the farmers markets we frequent. If you are ready for a larger volume at a slightly better price, we sell beef "sides" by the quarter, half, or whole. This means, for example, if you decide to purchase 1/2 a beef, that you'll get 1/2 the steaks, 1/2 the ground beef, 1/2 the roasts, etc. Our beef finishes out from 1000 to 1200 pounds—but you can request one on the upper or lower end of the range. Our pricing is based on the "hanging weight" of each beef. Hanging weight is the weight of the quarter, half or whole during dry aging, but before it has been processed into cuts of beef. Typically, hanging weight will be about half of the finished live weight, and the actual weight of the product you take home will be less due to moisture loss, removal of bones, and the trimming of fat.

We deliver the steer to the processor we use located in Point Blank or Conroe, Texas, where you will be responsible for picking up the finished product. Also, if you buy the whole beef (or even go in with some of your friends) you can decide what type of cuts you'd like. If you just want a half or a quarter, we keep a list and as soon as we have a full beef sold, we'll deliver it to the processor.

Finally, since we are a family operation and do not purchase calves from auction, we have a limited supply. Accordingly, please contact us for availability, so we can put you on our waiting list if we don't immediately have something you want ready to go.

Our beef is raised on the rolling hills of East Texas—not in stalls or confinement. RCC grows and sells its own beef directly to you, the consumer. We are also proud members of:



Texas and Southwestern Cattle Raisers Association
To Honor and Protect the Ranching Way of Life

PRICING

Based on hanging weight

Side of Beef Price to RCC:

1/4 beef	\$3.05 / lb
1/2 beef or more	\$2.85 / lb

Processing:

You will be responsible for the processing fees (approximately \$0.75 per pound) and for picking up the finished product—unless you'd like us to arrange for delivery.

Questions?

Give us a call if you any questions, or if you just want to say HOWDY:

Farmers Markets/Beef sales

Stephen Morie	308.249.7437
Phaedra Brothers	801.636.4175

Side of Beef sales (minimum 1/4)

Autumn Cox	936.328.7570
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Ruby Cattle Company, LLC