

529
meats

Local Family Offers Good Meat with no Junk

529meats has made it their mission to raise top quality pasture-fed livestock for their family and other families who care about the quality of their meat and where their food comes from. The Parker family has been farming and ranching for over six decades and manage an average of 125 cows annually on approximately three square miles of land located near Star, Texas which is an hour and a half north of Austin. They are dedicated to humanely raising cattle that are grass-fed and finished, free of growth hormones, steroid implants and antibiotics. The meat is also free of GMO's. As their website states, it's simply "Just Good Meat. No Junk."

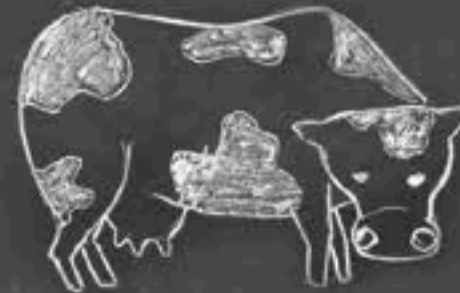
Roger Parker, a third generation cattleman, grew up on the family ranch raising purebred and crossbred cattle. When Roger married the love of his life, Misty, a city girl born in the Houston area, it opened up a whole new world of opportunity. This savvy husband and wife team brought together their individual talents and entrepreneurial spirit to create 529meats, which officially launched in 2013. It was important to them to not only create a product they could be proud of but to preserve the family heritage of farming and ranching for future generations. So where does the name come from?

When their daughter, Dylann, had her first birthday, Roger suggested giving her a cow as a present, which is what he received for his own first birthday. Misty was a little surprised by the suggestion until he explained. Each year, funds from the sale of the calf birthed by the cow were saved and deposited into a college savings account. Jokingly, Roger nicknamed Dylann's cow 529, after the 529 college savings plan. It just made sense to name the new business after the same concept.

529meats can be purchased directly from Roger and Misty or at Straight from the Crate in Universal City. 529meats also supplies their beef to a few local farm-to-table restaurants. Their main focus is a premium ground beef. Their ground beef comes from premium cuts such as sirloin, ribeye and round steaks, which are ground into the product as opposed to the scraps which largely make up the majority of ground beef offered at large retailers. The ground beef is available in one, two and five pound packages.

Additionally, 529meats offers a variety of fresh and tender dry-aged cuts, including steaks (skirt, flank, NY strips and filets), roasts (chuck, arm and rump), brisket, stew meats and various organ meats (oxtail, heart, sweetbreads, seut and tongue). 529meats can accommodate families or groups who wish to collectively purchase a quarter, half or entire calf for additional savings.

529meats services the greater San Antonio area with free delivery on all orders and also offers tours for those who want to see the ranch first-hand. For more information, go to 529meats.com and support local, sustainable farms and your own healthy lifestyle!



Promise and standards of 529meats are as follows:

- You know that the animal was locally raised on free range pasture, never confined in a feedlot and always treated humanely.
- You know that the ranch owners use sustainable farming and ranching practices as stewards of the land that God blessed and entrusted us to oversee. We promise to farm and ranch our land in a husbandry like manner preserving the honesty and integrity of our family and legacy for the next generation.
- You know that we have selected top quality genetics to be used in our crossbred herd to develop the best hybrid vigor in our animals to capitalize on the best traits of different cattle breeds.
- You know that the meat was not contaminated with animal by-products, growth hormones, steroid implants, or antibiotics.
- You know that the animal's diet consisted of their mother's milk, native and improved grasses, alfalfa, sudan and/or coastal hay. Additionally, the animal will have access to protein supplements along with salt and minerals if the land cannot sufficiently support and maintain their overall health.
- You know that our meat has exactly zero percent (0%) Pink Slime.
- You know that our meat is processed by taking the animal to a local USDA inspected plant where they are harvested and dry aged for 14-21 days, which enhances the flavor and tenderness of the meat.

