

Dear Friends,

Congratulations on your investment in your family's health, the local rural economy, and the environment. **Grass is the healthiest food for cattle, and grass-fed cattle make the healthiest meat for people.**

This certified 100% grass-fed and grass-finished beef was produced on a family farm. Our beef is free of added hormones and antibiotics, carries no mad cow disease, and has virtually no chance of E. coli exposure. In addition, 100% grass feeding eliminates corn from the production process, which reduces the use of pesticides, herbicides, chemical fertilizers, and antibiotics, as well as helping to avoid soil compaction and erosion.

Grass-fed beef contains high levels of CLAs (conjugated linoleic acids) and omega-3s, which are essential fatty acids. Most importantly, it contains the correct ratio of omega-6 fatty acids to omega-3 fatty acids. This is possible only with a 100% grass diet (no grain used). Indeed, Susan Duckett, beef researcher at Clemson University, says the ratio of these fatty acids is like a fingerprint that verifies the beef is 100% grass-fed.

In short, this beef is the healthiest money can buy, for you and for the environment. But there is another bonus — **it's also the tastiest.**

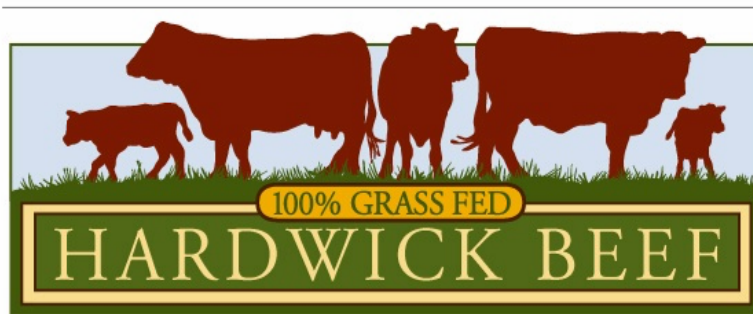
For additional information about grass-fed beef, please visit us on the web at hardwickbeef.com or our sister site, bakewellrepro.com.

Happy eating!

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See page 2 for thawing and cooking instructions.



Instructions for Thawing and Cooking Frozen Meat

Since we want you to have a great eating experience every time, here are our suggestions for preparing grass-fed beef:

- Thaw the meat thoroughly. Plan ahead and **let the meat thaw in the refrigerator for a day or two before use**. This allows the ice crystals to move out of the meat gently and lets the juices stabilize. **NEVER thaw meat in a microwave**; this destroys the cell structure of the meat and makes it tough.
- Sear the meat in a frying pan, under a broiler, or on the grill at high heat for a minute or two on each side to seal the juices.
- Turn down the heat or transfer the meat to a moderate oven.
- Cook to an internal temperature of 140 to 145 degrees. **Use a thermometer**. (The instant-read types are inexpensive and assure that you don't overcook and dry out the meat.)
- **Allow the meat to sit for another 15 to 20 minutes before serving**, covered with foil or some other cover. The temperature will continue to rise; this is why it is important to remove the beef from the heat at lower than finished temperatures.
- Serve and enjoy.

We invite you to write or call us at 413-477-6500 with your comments about our meat.

“Eating is an agricultural act.” — Wendell Berry