



"Cowpooling:" A New Option from Mountain Run Farm!

12th Beef Bundle

2 New York Srips
2 Ribeyes
2 Boneless Sirloin
20 lbs. Ground Beef
3 Beef Roasts
2 lbs. Stir Fry
2 lbs. Kabobs
1 lb. Liver

* \$4.25/lb **carcass** weight to Mountain Run Farm
plus \$0.50/lb. processing fees and \$2.50
slaughter charge to Greenvalley Meats

* Approximately 35 pounds of meat to take home
* Fits in your kitchen freezer
* Approximately \$240 total (this is an estimate!)

* We will deliver your animal to the processor, send you an invoice for fees, and bring home your meat for pickup at the farm.

Other Custom Beef Options:

Whole Beef

* \$2.75/lb **carcass** weight to Mountain Run Farm
plus \$0.50/lb. processing fees and \$30 slaughter charge to Greenvalley Meats

Half Beef

* \$3.25/lb **carcass** weight to Mountain Run Farm
plus \$0.50/lb. processing fees and \$15 slaughter charge to Greenvalley Meats

Quarter Beef

* \$3.75/lb **carcass** weight to Mountain Run Farm
plus \$0.50/lb. processing fees and \$7.50 slaughter charge to Greenvalley Meats

* The \$0.50/lb processing fee includes cut, vacuum seal and label. You may choose a paper wrap instead for \$0.40/lb. We estimate a whole cow carcass weight to be 600lbs. Individual animals vary, this is only an estimate! We will deliver your animal to the processor and send you an invoice for fees. You are welcome to customize your cutting instructions with the butcher: Joe Albert at Greenvalley Meats 434-299-5529. You are responsible for pickup from Greenvalley Meats 2492 West Perch Rd. Monroe, VA.

Custom Pork Options:

Whole Hog

* \$2.50/lb **carcass** weight to Mountain Run Farm
plus \$0.50/lb. processing fees and \$30 slaughter charge to Greenvalley Meats

Half Hog

* \$2.75/lb **carcass** weight to Mountain Run Farm
plus \$0.50/lb. processing fees and \$15 slaughter charge to Greenvalley Meats

Chickens: Bulk Discount on 20 or more

Order 20 or more chickens from 1 pickup date and you get them for \$3.50/lb. (down from \$4/lb)

Call or email us today to sign up!
434.299.5193 / reachus@mountainrunfarm.com



Frequently Asked Questions about Custom Beef....

How do I order cuts from a half or quarter of beef?

We will offer to take care of cutting instructions for your first half or quarter. A guideline for our standard set of cuts for a typical half beef is as follows:

14 T-bone steaks (3/4" thick)

14 Ribeyes (3/4" thick)

8 Sirloin (3/4" thick)

8 Round steaks (3/4" thick)

2 Sirloin Tip Roasts (3 lbs)

6 Chuck Roasts (4 lbs)

4 Arm Roasts (3 lbs)

2 Rump Roasts (3 lbs)

8 lbs. Stew Beef (1 lb)

4 packages Short Ribs (1.5 lbs)

4 packages Soup Bones (1.5 lbs)

80-100 lbs. Ground Beef

Variety meats, if desired, such as heart, liver, tongue and oxtail

For a quarter, divide by 2

What about freezer space?

As a general guide, 50 lbs. of meat will fit in about 2.25 cu ft of cooler/freezer space. The empty freezer compartment of an average-sized home refrigerator will usually hold one-eighth of a beef (roughly 50-60 lbs). Quantities larger than this will require a stand-alone freezer or another refrigerator-freezer.

A stand-alone freezer will usually store meat better because it has the capability to store meat at a colder temperature. We could possibly store meat for you in our walk-in freezer for a monthly fee of \$10. Call us for freezer space availability. This would be a good option if you would like to purchase half a beef but do not have the freezer space.

Frozen beef will keep at a very high quality for up to 12 months after which quality will begin to slowly degrade. Meat will remain safe to eat indefinitely if kept frozen.

How do I cook all the cuts?

Using the **12th Beef Bundle** as an example, here are a few simple suggestions.

- 2 New York Srips – Ideal on the grill
- 2 Ribeyes – Ideal on the grill
- 2 Boneless Sirloin – Ideal on the grill
- 20 lbs Ground beef - Whatever your favorite way to fix ground beef, this will taste better!
- 3 Beef Roasts - Place the frozen roast in the crockpot with a little water and seasonings and you will have a perfect roast for supper. Cut up any leftovers and combine with BBQ sauce for great sandwiches.
- 2 lbs. Stir Fry - Just thaw and it's ready to make your favorite dish
- 2 lbs. Kabobs - Perfect marinated. Skewer with your favorite vegetables for Kabobs or use in stews, soups or stroganoff.
- 1 lb. Liver-fry it up with butter and onions.

* We sell a few great cookbooks with really good recipes for all of these grassfed meat cuts. Also, grassfedcooking.com is a great resource.

Is this a better deal than buying retail pieces?

You are saving money by purchasing the beef in bulk. You are saving gas money in driving out to the farm, you are saving dollars by averaging out the cost of the high-end steaks with the lower cost ground beef and you are saving money because you have quick meals in a hurry at home with stocked beef in your freezer, no more need for fast food! We are able to charge less for these animals: less driving time en route to our USDA butcher-this meat only requires a State Inspection, less costs associated with processing, packaging and delivering with the VA Inspected facility vs. the USDA inspected one, less electric bills –we are saving by using less freezer space since you are picking up the meat from the butcher or from us in boxes and less time marketing our retail cuts-you are buying large portions saving us from the time it takes to sell 1 or 2 lbs. of ground beef at a time.

You could find another family that wants to “cowpool” and share a quarter or a bundle. It’s an easy way for you to get started with this kind of meat buying.

You could pay a portion up front to spread your costs of the total bill out a month.

What if I don't like it?

We stand behind our product 100%. We guarantee to either refund or replace your meat for the amount returned back to us if you make your claim within 2 months or less from date of purchase.

Isn't it more convenient to buy at the store?

You will find once you become accustomed to having meat on hand, the “MOST” convenient source of meat is your own freezer.

I prefer buying fresh meat.

Too often people have had bad experiences with frozen meat because the meat was not properly frozen or old before it was frozen. Freezing is nature’s best preservative for meat products. Meat that is vacuum-packed and frozen at the optimal freshness will taste just as fresh as fresh meat cuts.

There are 2 simple ways to thaw meat: 1) Take meat out of the freezer and place in a refrigerator at least 24 hours in advance or 2) Place vacuum-packed meats in cool water and it will thaw very fast (paper wrapped meats can thaw in water in a leak-proof plastic bag). Change the water every 30 minutes so that it continues to thaw. Small packages may thaw in an hour or less; a 3-4 lb roast may take 2-3 hours.

How much meat will our family eat?

A family of four will get between 100 and 130 meals of beef from a half beef. 50-65 from a quarter. Eating beef two times per week will take a family approximately one year to eat a half beef or six months to eat a quarter.

Why do we have to pay the processor separately?

Custom meat (splitting a cow) is processed under “custom exemption,” for legal reasons, the processor MUST be paid directly by the person buying the animal from us.

If you have any questions that were not listed, please do not hesitate to call (434.299.5193) or email (reachus@mountainrunfarm.com) and we will be glad to help answer them.