

ORDERING PROCESS

Purchasing beef from Ralston Valley is simple and easy. Basically, you pay RVB for the beef and the butcher shop for the processing.

PRST STD
U.S. POSTAGE
PAID
WHEAT RIDGE, CO
PERMIT #65



▶▶▶ Step 1

Call RVB and place an order for a quarter, a half, or a whole beef. A down payment is required at this time.

▶▶▶ Step 2

The butcher shop will call for your custom cutting instructions. They will personally walk you through the process and will make recommendations to fit your cooking style and preferences. Through RVB, you get only the cuts you want!

▶▶▶ Step 3

After the butcher shop notifies you that your beef is ready, pay them for their processing costs via check or credit card. This bill must be paid in full before delivery can be made.

▶▶▶ Step 4

RVB will call and schedule your delivery. Final payment for your beef is due when it's delivered. RVB provides door-to-door service!

Concerned that this might be too much beef or that it might be just out of your price range? Try "cow-pooling" - band together with family and friends and share a quarter, half, or whole beef. Splitting the order between families and friends isn't only cost-effective, it's also a great way to have your own secure source of quality, healthy food that will last months at a time.



303.884.0696

www.RalstonValleyBeef.com

**BETTER BEEF
FROM A
BETTER SOURCE**

"COW-POOLING"

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WHO WE ARE

Welcome to Ralston Valley Beef

where fresh, wholesome beef and family come together.

Ralston Valley Beef is a locally owned, family-run business that offers fresh, wholesome beef direct from the ranch.

At Ralston Valley Beef, we love bringing families together. Whether it's for a summer BBQ, a fork tender roast in the fall, or the crowning glory of a holiday meal, family and wholesome beef go hand-in-hand.

Cattle from Ralston Valley Beef are raised on pure Colorado grass, bathed in sunshine and fresh air, and are finished on a healthy grain ration that helps produce just the right amount of marbling for great taste, yet provides a lean and healthy final product. Added growth hormones are NEVER used in our cattle. In fact, we feed our family the same beef we produce.

Coming from generations of native Coloradans, a love of the land and its animals runs deep in our core beliefs - along with an honest respect for the stewardship responsibilities we have been given. The health of the natural resources we care for drives our livelihood and it's something we take seriously.

We understand what it takes to feed a family these days, and it's our goal to bring you fresh, wholesome, ranch-direct beef in a simple, convenient, and affordable manner. That's what Ralston Valley Beef is all about...

▶▶▶ We are the link between the ranch and the city. What that means for you is that with minimal effort, you have access to the best grass-fed, grain-finished beef from Colorado's mountains and plains.

CONVENIENCE,
VALUE
& QUALITY

RALSTON VALLEY BEEF OFFERS:

Locally Raised Beef

- Purchasing from RVB supports small businesses and the local economy

High Quality, Lean, Dry-Aged Beef

- Unsurpassed taste and tenderness with each mouthwatering bite
- Lean beef provides a healthy and efficient source of protein and vitamins

Better Beef for a Better Price

- Higher quality beef and greater variety of cuts for less money than what you find in the supermarket
- An outstanding buy when comparing quality and convenience

Peace of Mind

- Knowing where your beef comes from and that it was fed only nature's best grass and grain
- Raised according to high ethical standards
- No added growth hormones are ever used

Custom Cutting

- Personal assistance in choosing the amount and type of cuts you want
- Tailored to match your individual cooking style

Full Service

- RVB does all the work sourcing, coordinating, and delivering the beef right to your door

COMMON QUESTIONS

What are the advantages to RVB vs. supermarket beef?

Aside from providing you with a superior quality and better tasting product, buying beef directly from the source allows you to know where the animal comes from, what it's been fed, how it's been treated, and provides you with the opportunity to customize your cuts. Plus, beef from RVB is priced below what you find in the supermarket AND you help support local agriculture!

Why does RVB dry age its beef?

Aging is a natural process that improves the tenderness and flavor of beef. Beef from Ralston Valley is dry aged 18-21 days under refrigeration and humidity-controlled conditions. Due to the complex nature of the process, dry aged beef is hard to find and is in high demand. Supermarket beef is aged only a couple days at most, and all of that done within the same packaging you find at the store.

How much beef comes in a quarter, half, or whole?

This amount varies due to the size of each animal, but a typical RVB order provides approximately:

- **Quarter Beef** = 145 lbs.
- **Half Beef** = 290 lbs.
- **Whole Beef** = 580 lbs.

How much room does this take in my freezer?

A typical quarter beef from RVB will fill two coolers that measure approximately 18"x13"x10" each - a little over 6.5 cubic feet.

How long can I keep frozen beef?

If kept frozen, meat will keep indefinitely; however, for best quality, consume it within 9 to 12 months.

How much will this cost?

While the butcher shop processing fees remain fairly steady, live cattle prices vary depending upon the current market at time of purchase. Call RVB for current prices.