



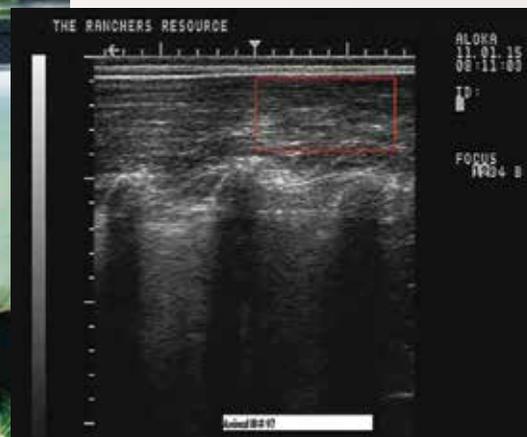
Bar 3 Ranch Grass Fed Beef

Just 6 miles east of downtown Georgetown, a 3rd-generation ranching family has opened their doors to the public with their all-natural, grass fed beef. Bar 3 Ranch has begun selling their Choice-grade grass fed beef online, and people—locally and across the country—are starting to take notice.

Different from other grass fed producers, Bar 3 Ranch is intently focussing on consistency, flavor, and tenderness, using techniques learned from Argentina researchers. “We want healthy to taste consistently good”, says Jeff Rusk, who grew up in Georgetown and runs the operation with his family. “We start

with superior genetics in these Angus cross cattle, ultrasounded and DNA tested the herd for marbling, tenderness and gentleness and have been producing quality beef that grades “Choice” by USDA standards. Half the calories and twice the vitamins as grained beef confined in a feed yard is great, but if it doesn’t taste good, why eat it?”

**Herd was ultrasounded to confirm USDA “Choice”.
Note the white, snowy marbling in the image.**



It gets pretty technical. “Marbling is the key”, says Rusk. “The health benefits of grass fed beef is in the marbling, or, intramuscular fat. CLA (conjugated linoleic acid, which is known to prevent heart disease and cancers), Vitamins A, D and E and other health benefits come from the grass diet and are stored in the healthy intramuscular fat. But marbling is also the key to tenderness and flavor. We focus on a finishing period of the last 60 to 90 days with quality annual grasses and legumes to naturally marble their meat to a level that grades “Choice”. So doing it the ‘Argentina’ way means healthy can also taste good”.

To keep it consistent, Bar 3 uses irrigation to keep the right grasses growing consistently for the finishing period. “If they eat a dandelion, they will taste like a dandelion!” says Rusk.

It must be working for the Bar 3. They have been shipping meat from Oregon to Massachusetts, and many points in between, although Rusk is working to keep the product more local. “We run out so quickly, I am trying to focus on keeping it local for our neighbors in Central Texas so we discourage shipping in favor of local pickup”. Bar 3 Ranch processes beef throughout the year with a USDA inspected facility, constantly restocking the website inventory. Customers can order pre made assortment boxes with 20-, 40-, or 100-lbs of beef, a quarter, half, or full steer, or custom build a box with their favorite cuts. The next round of processing will be in early November, just in time for the holidays. If you’d



Visit www.bar3ranch.com to order.

like to have authentic Texan beef to enjoy or give your out-of-town family, now is the time to contact them and reserve your spot in their first-come-first-served preorder.

