

Time to Reserve your 2012 Thistles & Clover BULK BEEF

We are now accepting reservations for our 2012 'bulk' beef - beef purchased by the whole, $\frac{3}{4}$, half or quarter animal.



Benefits of Purchasing Bulk Beef:

- **Guaranteed supply:** Look no further than your own freezer for a yearlong supply of premium T&C grass-fed beef
- **Savings:** Significant savings over purchasing T&C beef in retail cuts. In 2011, the average bulk beef customer saved 10% to 20% when compared with retail.
- **Personalized:** Does your family prefer more ground beef? Thicker steaks? Specify how your beef is cut to maximize its usefulness in your kitchen.

New to Bulk Beef?

- **How Much Beef is Enough?** A family of 4 will get about 120 meals from a half beef. At 2 beef meals per week, that half beef would last about one year.
- **How do I Store Bulk Beef?** A quarter beef can fit into a 5.1 cubic foot chest freezer. At just over 2 feet wide and 1 $\frac{3}{4}$ feet deep, a 5.1 cubic foot freezer can be tucked into a corner of your basement or garage. New these freezers can run for \$168 and used these are found as low as \$40.

What Is Included:

Steaks comprise approximately 20% of the beef you receive, roasts another 20%, ribs and soup bones 15%, and ground beef comprises about 45% of your bulk beef. These figures may vary based on how you want your beef cut.

THISTLES & CLOVER
ADAM AND LUCY CAMERON
DANBURY IOWA
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What Does it Cost?

Picture a side (half) of beef dry-aging at a butcher shop, the weight of this slab of meat is called the "hanging weight." We charge based on hanging weight to ensure that all customers are charged fairly –regardless of whether they want their beef boneless or bone-in. Processing (the butcher's fee) is added separately.

The table below gives you a general idea of what you might expect to pay for T&C bulk beef. Please keep in mind that, other than the T&C price per pound of hanging weight, all figures are estimates!

Quantity of Beef	Whole	Half	Quarter	Retail
T&C Price/lb hanging weight	\$3.24	\$3.24	\$3.29	
Yield Weight*	360	180	90	
Total Cost	\$2,319	\$1,172	\$594	
Average \$/lb	\$6.44	\$6.51	\$6.59	\$7.35
% Savings	12%	11%	10%	

* Yield Weight is the actual weight of beef customer receives

How to Reserve your Bulk Beef:

A non-refundable deposit reserves your beef. Deposits are \$50 per quarter, \$100 per half, \$150 per $\frac{3}{4}$ and \$200 per whole. You can give us your contact information and pay your deposit one of three ways:

- **Online:** Use the T&C webstore (www.shop.thistlesandclover.com).
- **In Person:** See T&C website for our Omaha delivery schedule or email, call or facebook us for dates.
- **USPS:** Mail your deposit to "Thistles & Clover; c/o Lucy Cameron, 4351 335th Street Danbury Iowa 51019." Please also provide us with your name, email address and phone number.

I Reserved My Beef, What Happens Next?

We will contact you via email or phone when your beef goes to the butcher to discuss how you would like your beef cut. We expect the first 2012 bulk beef to be ready in late Spring. When your beef is ready, we will deliver it to our Omaha office and schedule a time for you to pick it up there. Beef reservations will be accepted on a first-come, first-served basis until sold out.

T&C Guarantee: We're so sure that you're going to love our grass-fed bulk beef, we guarantee it! See our webstore for details or simply ask us!

Having a supply of premium beef at home is the best way to ensure that meals are healthy, delicious and convenient. We hope you will consider making us your bulk beef supplier! Feel free to email or call anytime with questions or to order.

(712) 371-9861

THISTLESANDCLOVER@GMAIL.COM

CHECK US OUT ON FACEBOOK TOO!