

Marketing Grassfed Beef in Kansas

KRC 2016 Sustainable Farm and
Food Conference



Renaissance Farms LTD ~ Grassfed Galloway Beef and Galloway Breeding Stock

Est. 1998

The Employees



GALLOWAY







Renaissance Farms Ltd.

Healthy Foods from Healthy Animals



Grassfed Beef for Sale

Galloway Beef

Galloway Breeding Stock

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Beef for Sale

Healthy Beef

Unlike feedlot beef, Renaissance Farms grassfed beef is raised with zero hormone implants and zero subtherapeutic antibiotics and is fed zero animal by-products. (Please note, we are not certified organic.) Our animals are treated with care and respect, because it is the right thing to do, period. *Humane Care* should not be a value-added marketing label. You are always welcome to drop by and inspect us, and our gentle, contented cattle.

Grassfed beef offers these advantages compared to grain fed beef:

- A nearly ideal ratio in the occurrence of Omega-3 and Omega-6 fatty acids. Studies indicate that diets with a balanced omega-3 to omega-6 ratio are health-promoting.
- A higher percentage of CLA or Conjugated Linoleic Acid, a potent anticancer fatty acid produced in quantity only by pastured ruminants.

CLA has also been shown to inhibit obesity and prevent diabetes.

According to Dr. Tilak Dhiman of Utah State University, "CLA is the only compound of animal origin that has (been) shown in research trials all over the world to inhibit cancer." (animal trials thus far). *

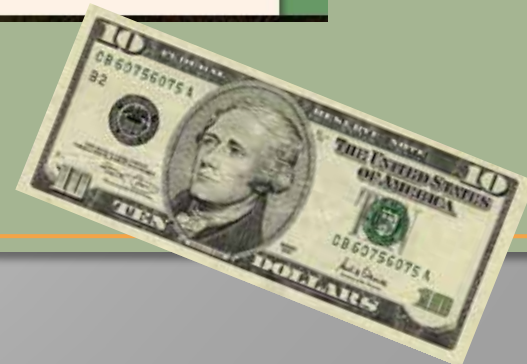
Recent research has shown that lean beef is superior to free amino acid supplements in stimulating muscle protein synthesis in humans. Translation: by eating lean beef, our bodies are increase muscle protein synthesis by 51 percent, regardless of age. (See "[Beef Protein Builds Muscle](#)".)



Where's the Beef???



1 Marketing Tool. 24/7/365




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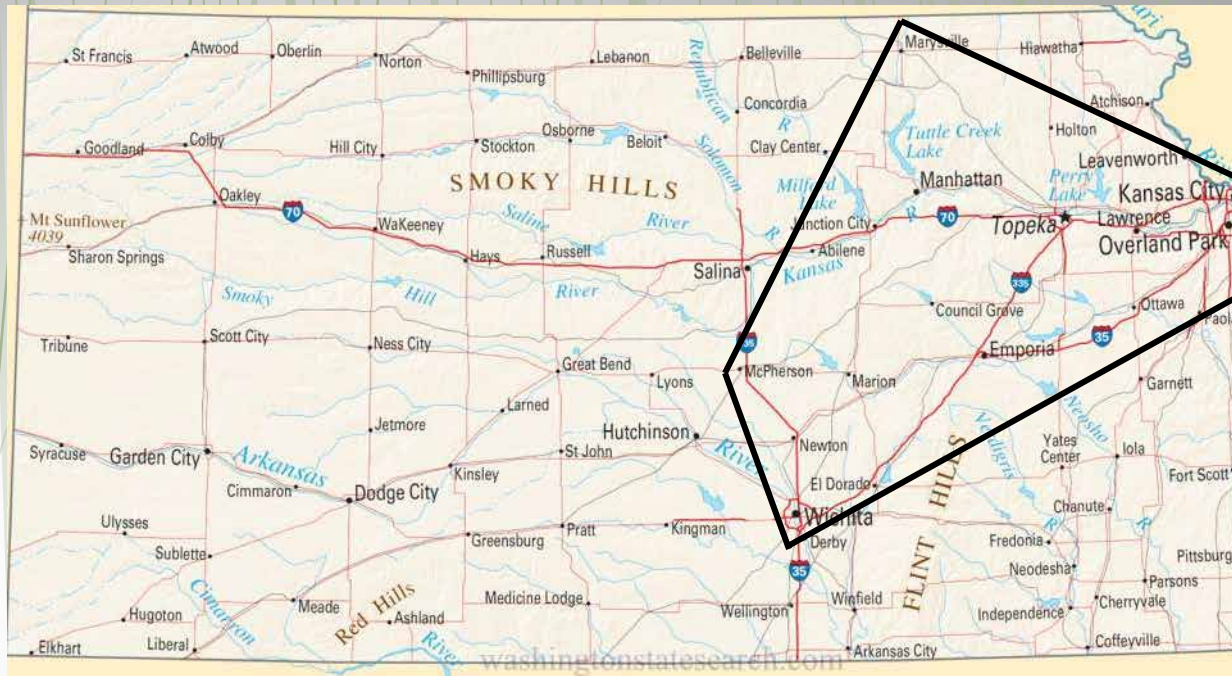
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FREE ADVERTISING!



Our Market

Where does our fledgling industry still need work?

Producer Education

Niche Producers need to better communicate realistic beef cutout and price per packaged pound.

Niche Producers need to be aware of their obligation to collect sales tax from sides of beef.

Niche Producers need to produce quality beef = Proper nutrition and genetics



The End!