

Five Oaks Beef

Five Oaks Family Farm Monthly Newsletter

August/2017

In this issue...

On The Farm...

Five Oaks Beef Availability...

New Five Oaks Beef Products...

Did you know...

Now Selling Individual Cuts...

Better with Age...



On The Farm...

Finally some much needed rain, and the timing was perfect! We are preparing to wean another set of calves and they will be transitioning from about half pasture and half mamma's milk to all pasture. The rain dramatically improved pasture conditions, literally overnight, which will make the transition much easier! Left to their own devices, cows will ultimately wean calves on their own, but they tend to wait too long, compromising their own body condition and health, so we help them.



We are still actively searching for pasture to rent so if you happen to know of any, we would very much appreciate you letting us know. We can really use another 40 acres right now and possibly another 40 toward the end of the year. We are also looking for a 40 acre pasture/field to harvest for hay.

Five Oaks Beef Availability...

We will be picking up our next 'availability' of great Five Oaks Beef from our processor on or about 8/29. It is already about 50% sold but all packages, except the Split Side (full quarter), are still available. In about a week, we will set the 'cows to green' for all packages except the Split Side.

Remember that if you order before the cows turn green, your order is considered a 'pre-order' and you will receive a 5% discount on your order. Just

use the REDCOW coupon code when ordering to get your discount!

New Five Oaks Beef Products...

We are very excited to let everyone know about some new product offerings with our next 'availability'.

First, we will be offering two variants of 100% natural, all beef, Kielbasa sausage. The sausage will be in 5-6 inch links and be available in a smoked and an un-smoked version. Linda and I really like it and hope that you will as well. The Kielbasa will be priced at \$6.25 per pound, un-smoked and \$6.50 per pound smoked.

Our first run will be only about 50 pounds, so if you would like to try it, you should order soon. It is not on our website yet but you can call to order at (252) 257-5994.

We need your help! We are also considering offering our Premium Ground Beef in pre-made patties, for your added convenience. The patties would be about 5 ounces each and come 4 to a package.

Our processor charges extra for the patties so we would be pricing the pre-made patties at \$6.40 per pound, which is \$.60 per pound more than our regular ground beef at \$5.80 per pound. Please let us know (doug@fiveoaks.farm or linda@fiveoaks.farm or call (252) 257-5994) if you think you might be interested in the pre-made patties at the higher price, or if you prefer the standard package at the lower price.

Did You Know...

We are often asked about how and why we chose this business. Somewhere around 2009, Linda and I retired and moved from Raleigh to Warren County. Together, for the previous 20 years, we owned a small custom software development business. We were ready to retire, grow a large garden and enjoy the many blessings of country life. When we bought our home in the Oakville area of Warren County, there were 5 or 6 head of commercial black Angus cattle in the pasture that the previous owner was renting to a local cattleman. We grew accustomed to having the cattle around and indeed became quite fond of them.



A few months later the cattleman pulled the cattle out and moved them to a new pasture. Our new found interest in cattle and their care led us to purchase our first 3 head of cattle. They were pregnant 2nd and 3rd calf cows and became the foundation of a growing



herd and what seems will be a successful beef business.

The cattle industry has at least 4 or 5 major segments, each a specialty focusing on a different stage of the beef animals development.

Originally, we chose a segment referred to as a Cow/Calf operation. A cow/calf operation maintains a herd of 'breeding stock', periodically introducing a bull or bulls with proven genetics into the herd. Calves are born, cared for and sold at auction, usually at either about 7 months of age (post weaning) or at about 12-14 months of age.

Linda and I became interested in the growing 'Farm to Table' movement, which is a term most often used to describe restaurants and markets buying locally grown produce from local farmers for their restaurant menus and market shelves. As we continued to grow and learn the cattle business, we came to believe that there was a market for locally raised, 100% natural, healthy 'Farm To Table' beef. We decided that we wanted to

raise that natural beef for sale to others, in just the way we would raise it for our ourselves and our table!

This meant that we would no longer just be a Cow/Calf operation but we would be managing the other 3 or 4 beef industry segments which together encompass the entire life cycle of beef production, as well. It turned out to be

a very ambitious endeavor, much more so than we originally anticipated. We looked at every segment of the beef production industry and identified areas in which we believed we could do better than the existing model. The existing model was Corporation Farms raising hundreds of thousands of cattle, selling to feedlots operating in often terrible conditions to wholesal-

Beef you can trust!

ers storing and releasing beef to the market timed to maximize profits and finally to supermarkets selling it.

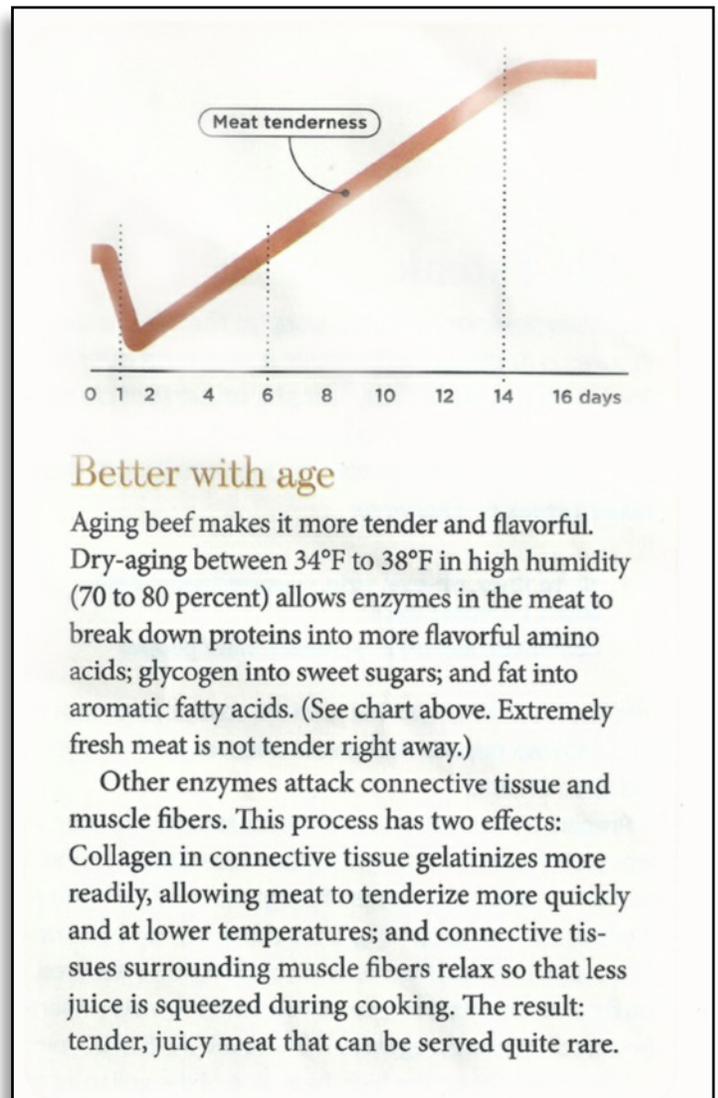
It has been very challenging for us but even more rewarding. We believe that we are producing beef on a small scale that is tastier and healthier than what you can buy in the supermarket. Certainly, not everyone will agree but our rapidly growing business is a testament to the fact that many people do!

Now Selling Individual Cuts...

Many of you have been asking to buy individual cuts of our great Five Oaks Beef and now you can! Because we are selling individual cuts by the pound, setting up on our website for this type of transaction is a little tricky, but we are working on it. In the meantime, our great combination packages remain available for web purchase but you must call us to order/reserve individual cuts. You can reach us at (252) 257-5994. Remember that even when we are sold out (when the cows are red) you can still call and order from a future availability. When you do pre-order like this, you will receive a 5% discount on your purchase!

Better With Age...

Please find to the right, a reprint of a short but interesting article in the August/September issue of Fine Cooking magazine that discusses aging of beef. Five Oaks Beef is always aged for 14 days for maximum flavor and tenderness!



Beef you can trust!