

12 Stones Grassland Beef

**Bill and Nancy Roberts
43603 W Kramer Lane
Maricopa, Arizona 85138
12StonesGrasslandBeef@gmail.com**

Date: March 19, 2012

To: Producers of Grass Fed Cattle

From: Bill Roberts

Subject: A viable marketing option for all classes of quality grass fed cattle

Dear Fellow-Grass Fed Producer:

We began our journey in grass fed cattle over 35 years ago. Our education has been much like yours, a lot of learning from others and then experimentation and experience to confirm what worked. Through this process, it has vividly appeared to us that there is a definite need for a consistent and dependable marketing outlet for high quality grass finished beef that pencils in a commensurate profit and can absorb volume. That marketing outlet to be sustainable must be supported by a vertically integrated supply line that encompasses seed stock production, terminal calf production, and expert growing and finishing. Sustainability demands a truly nutritious and desirable eating experience with consistency.

We salute the pioneering efforts of early producers and marketers who have had to educate their customers before the customer realized they wanted the product. We know firsthand the effort that takes. However, our industry's present reality is exponential consumer demand and too little supply. That is why I am writing this open letter to producers of grass fed cattle.

A major processor of natural and certified organic grain fed cattle has approached 12 Stones Grassland Beef to facilitate a supply line just as we have envisioned for years. The early demands will be for 80 to 100 head per week of certified organic grass finished cattle. We know that is attainable if we can improve profits, assure financial stability and demonstrate commitment to the long term. Our relationships with principles within this

organization have proven to us that this can be the opportunity we have been looking for.

We want to dialog with three classifications of grass fed beef producers as soon as possible:

- 1) Grass finished beef producers who currently are certified organic and are willing to review another marketing option.**
- 2) Grass fed cattle producers who operate under holistic practices but currently are not certified – but may be able to get certified short term.**
- 3) Grass fed cattle producers who want to look at a longer term process to access a higher paying market.**

The request associated with this letter is very simple:

- 1) Please review and respond if you have interest.**
- 2) In a response by e-mail or phone, simply state which of the three aforementioned classifications you fall under.**
- 3) In that same response, state the class of cattle you produce (i.e. cow/calf, stocker, finished cattle) and how many "could" be available and when.**

We would add like to add that if you think this concept has merit, please forward to fellow producers that may want to review another marketing option as well. This opportunity has room for a lot of folks.

There is no obligation connected with this letter. We are merely trying to assess:

- 1) If such an endeavor can be successful in a reasonable amount of time.**
- 2) If so, how much time that is.**
- 3) What parameters need to be set assure sustained interest by producers.**

This producer network can capitalize itself and pay the producer \$ 2.90 / # on the rail at the current price. It can only happen if people are willing to step outside the box and explore the possibility of something better. We believe the triple bottom line is knocking. Please respond if you are willing to look outside your door.

Respectfully yours

Bill Roberts