

The Grass
Fed Beef
Industry

The Way It Was

The Way It Is

The Way It Will Be (?)

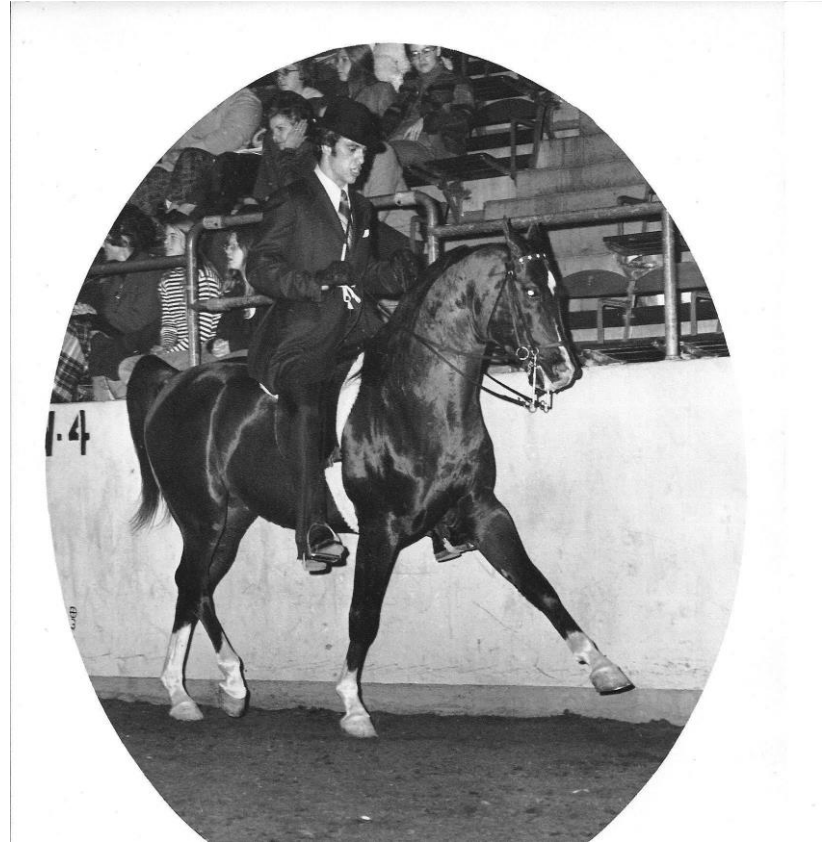
(One Man's Perspective)



12 Stones Grassland Beef

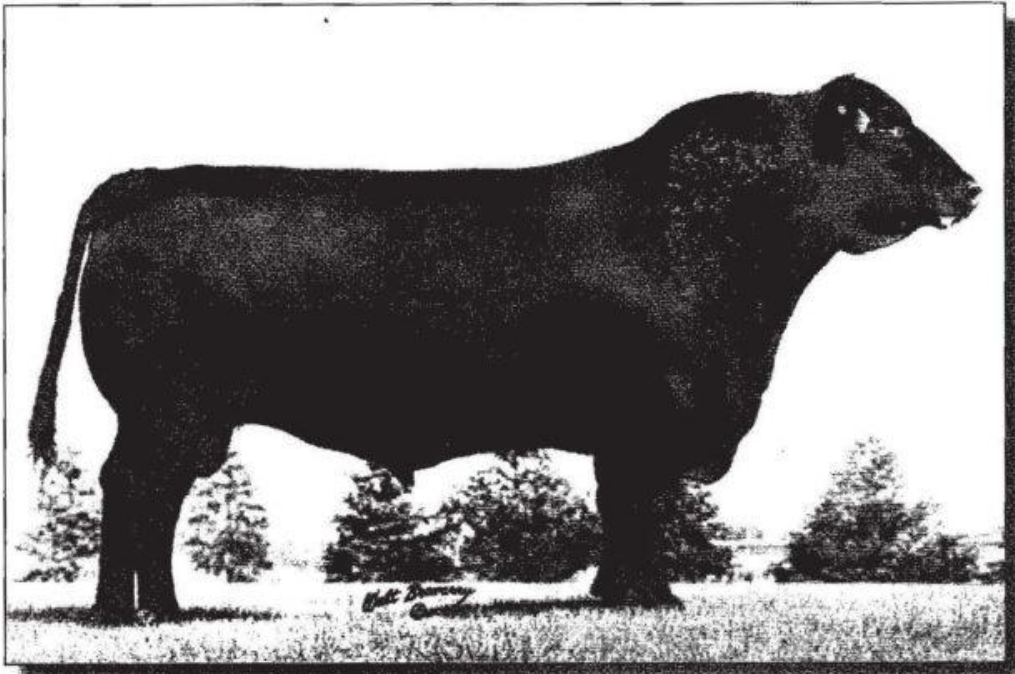
Established 2004

In the Beginning



1974 was Life-Changing





• Schearbrook Shoshone is the legendary Pathfinder Sire who was widely recognized as a common denominator for both high-maternal and high-marbling genetics in the Angus breed.

• Schearbrook Shoshone was bred in the Leonhardt's Shoshone performance Angus herd at Cowley, Wyoming, and he was purchased by Schearbrook Angus of Clayton, Ohio, as a baby calf alongside his dam, Shoshone Blackbird.

• He attained an impressive 205-day weight of 745 pounds and a 365-day weight of 1,275 pounds with an average daily gain of 3.45, along with a mature weight of 2,180 pounds.

• Schearbrook Shoshone was the largest bull in his class when exhibited as both a junior bull calf at the 1972 National Western and again as a junior yearling at the 1973 National Western. He went on to serve as a longtime featured member of the Select Sires AI Stud.

• Beaufort of Wye, the sire of Schearbrook Shoshone, was double-bred to the famous sires of the Wye foundation, Puck of Wickwire.

• Shoshone Blackbird, the prepotent dam of Schearbrook Shoshone, was one of the largest females in the breed, and was extremely large for her pedigree, which made her a granddaughter of both O.P. and Puck of Wickwire.

• Schearbrook Shoshone sired numerous top-performing and top-selling progeny.

• He earned a progeny weaning ratio of 101 on more than 8,500 progeny, and recorded more than 5,000 head, and recorded more than 3,700 high-maternal daughters.

• His daughter, Schearbrook Blackbird 160X, was the 1980 world record-selling female, sold to Argentina as the \$195,000 world record-selling female.

Shearbrook Shoshone

Sex: Bull Calved: 2-7-1971 Reg: #7011424

Fabron of Wye
Beaufort of Wye
Battista of Wye

Shoshonian Bardoliermere
Shoshone Blackbird
Haystack Blackbird 102

Family: Blackbird, (M)

Breeder: Henry Leonhardt Jr. & Son
Owners: Henry Leonhardt Jr. & Son
Schearbrook Angus,
Northcote Farm

Foremost of Wye
Matilda G of Wye
Career of Wye
Belene of Wye
O Bardolier
Haystack
Keystone
ASB B'

1977 – Woodland Manor – Natural Beef

Originated In 2004



2004 - 2009



2007 – Present Day



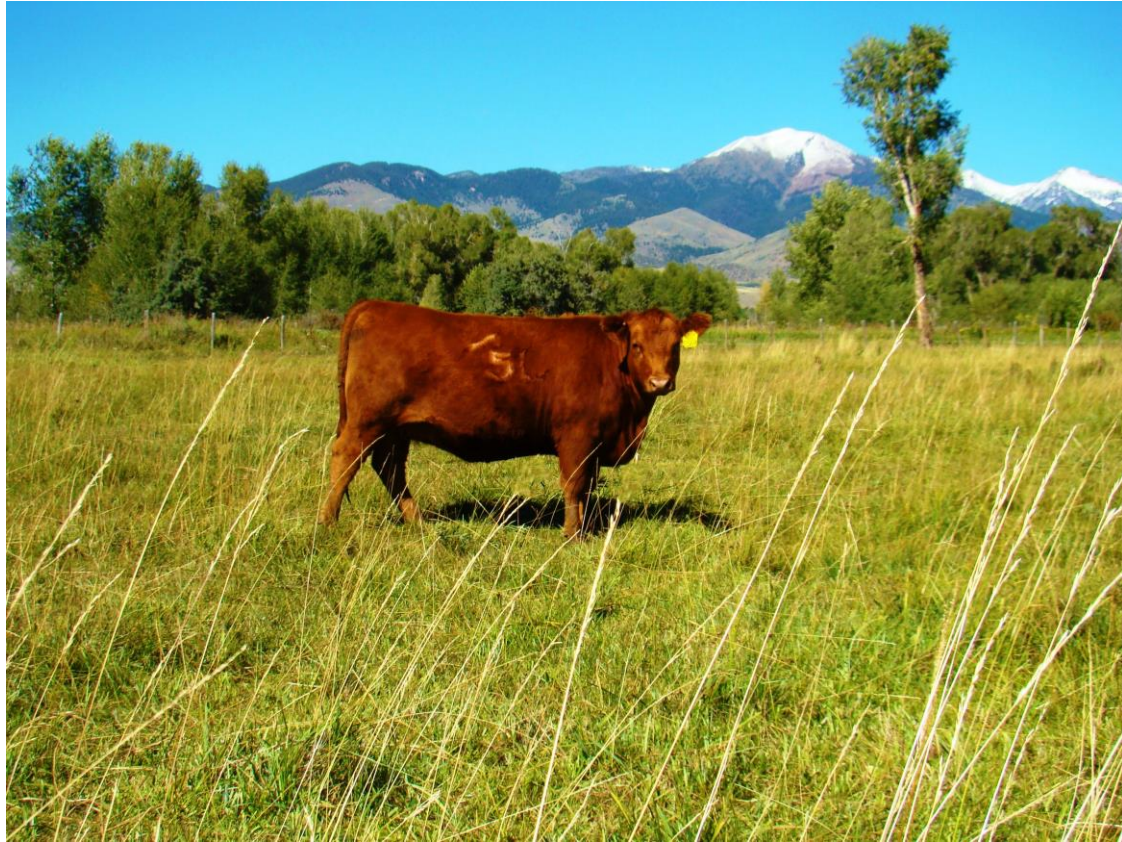
2010 – Present Day



2010 to Present Day



Source True Grass Genetics Coast to Coast



Many Mentors



Many Mentors





Many Mentors

My Mineralization Mentors

Many Mentors



Many Mentors





Wm A. Albrecht, PhD



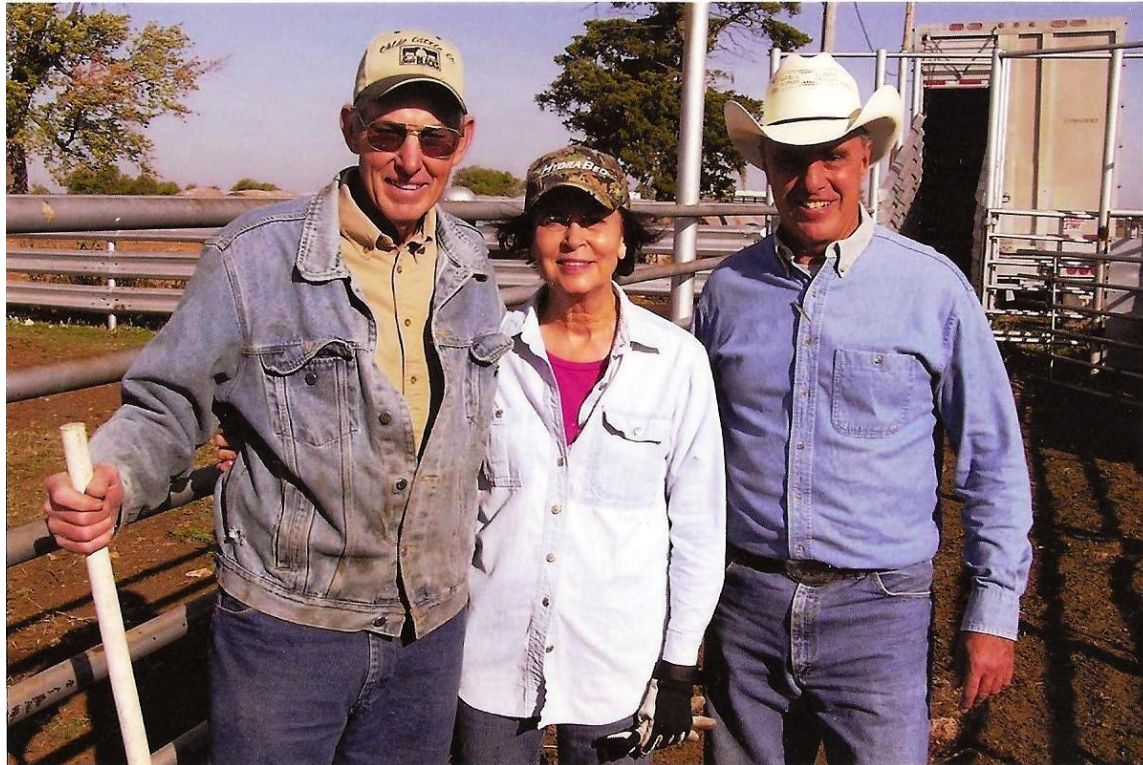
Linus Pauling
1901 - 1994

More Mentors

From Many Places



And Many Friends



“The Vision”

“ Build a National Domestic Grass Finished Beef Production and Processing Network to allow availability of Nutritious Grass Finished Cattle for a viable business model during good times and a sustainable food supply line in hard times due to natural or man-made events.”

What Was

- 1) Shortage of True Grass Phenotype Cattle**
- 2) Strong demand for grass feeders that could perform**
- 3) Established relationships with 7 GF processors**
- 4) Sourced for 3 types of terminal sellers:**
 - a) Wholesale**
 - b) Regional Branded**
 - c) Direct Marketers**
- 5) Focused on Natural Grass Fats and Certified Organic**
- 6) 2013 – July 2015 - Peak Period for Prices and Demand**
- 7) August 2015: Price dropped due to Imported Grass Fed**
- 8) Demand continued to increase**

What Is

- 1) 2018 Was a Transitional Year for Domestic Grass Fed**
- 2) Domestic Sales hotly contested for by newcomers**
- 3) 2018 was the year of Imported Grass Fed Beef**
 - a) 121,000 Metric Tons Exported from US**
 - b) 1,373,00 Metric Tons Imported to US**
- 4) Year of the 3rd Party Verification**
- 5) COOL is a problem**
- 6) Liquidity issues**
- 7) 2019 – Tyson Fire busts the domestic market**

What Will Be --- ?

- Sovereignty
- Demand
- Supply
- Capital
- Control

Sovereignty

- 1) The Law of the Least Common Denominator**
Compete with 3rd World Country – Become One
- 2) Market Protection**
 - a) Tariffs**
 - b) COOL Legislation**
 - c) Anti-monopoly legislation**
 - d) Competition in Processing**

Demand

- 1) Consumer Education – Fact versus Fiction**
- 2) Competing Products – Fact versus Fiction**
- 3) Population Growth Factor**
 - 2020 – 7 Billion People in the World**
 - 2050 - 9 Billion People in the World**
- 4) Economics**

Supply

- 1) **Price Paid For Production (?)**
- 2) **Transfer of resources, skills and interest**
- 3) **Weather:**

“ Grand Solar Minimum “

“ It Is Not Global Warming, it’s the Sun “

Capital

- 1) Speculation Lending on Ag Land**
- 2) Lawlessness in Banking**
 - a) Repeal of Glass Stegal**
 - b) Implementation of Dodd Frank**
- 3) A Change in the Financial System**

Control

- 1) Man's Humanity toward Fellow Man
or the Lack Thereof**
- 2) 4 Basic Human Motivations**
 - a) Fear**
 - b) Hate**
 - c) Incentive Reward – Need or Greed**
 - d) Love – What the World Needs Now
and Always Has !**

Alex de Tocqueville

“ America is great because she is good and if she ever ceases to be good, she will cease to be great.”

1831- 1832