

Ranch on the Rock  
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[www.ranchontherock.com](http://www.ranchontherock.com)



Our goal is, and has always been, to raise healthy, affordable meat so that our families, friends and neighbors have a healthy alternative to hormone/antibiotic/solution injected, grain fed feedlot meat. Our beef is grassfed and grass finished the way nature intended\*. We only offer meat that is finished when fresh, green grass is available.

**To place an order**, send us an email and we will send you an invoice and arrange a time for you to pick up your order or **we can deliver for \$.50/mile round trip**. You can pay when you pick up your order or upon delivery. We will send you detailed information when you order. Please feel free to ask any questions you might have.

Typically, of the retail cuts, on a carcass weight basis:

31% are steaks

31% are roasts

38% is ground beef and/or stew meat

We are striving to keep our prices in line with the local grocery stores to give our customers a healthy choice. However, since we are not a grocery store, the only way we can market our beef (in addition to selling whole, halves and quarters) is to put together packages so that we can distribute all of the available meat. To try to accommodate everyone's budget, we have put together three different packages, one of which will hopefully fit your budget.

**We also sell whole, halves and quarters by hanging weight, for prices see below \*\*\***

**Our #1 package** will consist of:

5 - 10 lbs. lean ground beef

3 - 5 lbs. of steak (Sirloin Tip, Sirloin or Round)

3 - 5 lbs. of roast (Pikes Peak, Rump or Arm)

This package will weigh between 11 to 20 lbs.

and will be priced between \$53.75 to \$108.75

Average price \$5.24/lb.

**Our #2 Package** will consist of:

7 - 10 lbs. of lean ground beef

3 - 5 lbs. of steak (Sirloin, Round or Rib)

3 - 5 lbs. of roast (Chuck, Arm, Pikes Peak or Rump)

This package will weigh between 13 to 20 lbs.

and will be priced between \$67.00 to \$123.50.

Average price \$5.77/lb.

**Our #3 Package** will consist of:

5 - 10 lbs. lean ground beef

3 - 5 lbs. of steak (Rib or T-Bone)

3 - 5 lbs. of roast (Chuck)

This package will weigh between 11 to 20 lbs.

and will be priced between \$69.35 to \$138.75.

Average price \$6.71/lb.

The prices for each package were derived from the following price structure:

Ground Beef	\$4.75
Sirloin Tip	\$5.00
Sirloin Steak	\$6.50
Round Steak	\$6.25
Rib Steak	\$9.45
T-Bone Steak	\$12.50
Arm Roast	\$5.00
Pikes Peak Roast	\$5.00
Rump Roast	\$5.00
Chuck Roast	\$5.75

The following items you can order separate from the packages

Brisket	\$3.00
Short Ribs	\$2.70
Porterhouse Steak	\$12.75
Liver, Heart and Tongue	\$2.50
Soup Bones w/lots of meat	\$2.00

**\*\*\* Hanging weight information and prices \*\*\***

**To avoid confusion, be aware that hanging weight is NOT what you take home.**

A 1000 lb. live weight beef that yields 55% will give you 550 lbs. hanging weight. From 550 lbs. of hanging weight beef that yields 60%, you will get around 330 pounds of packaged meat (about 33% of the live weight) to take home. **These percentages are an estimate and can vary quite a bit depending on the individual carcass and the processing instructions.**

**Hanging weight prices:**

Whole, half or quarter

\$3.05/lb. plus processing \*

\*Standard processing is currently \$.49/lb.

This usually works out to about \$5.90/lb. packaged weight which is a really good deal. Of course, the less bones you keep, the higher the price/lb. packaged weight.

**These prices are only good for beef picked up from or delivered from the processing plant.** We can offer this deal because we don't have to store the meat or spend time weighing it up. **Note:** If you order a whole, half or quarter after we have picked up the beef and brought it home, the price is **\$5.95/lb.** packaged weight.

If you order a whole, half or quarter, you can go online at <http://swcprocessing.com/Beef.php> or call them at **417-762-3515** and customize the cuts and packaging to suit your preferences. We recommend asking for the soup bones.

We will send you detailed instructions when you order.

On average, the hanging weights are;

Whole beef 300 - 400 lbs.

Half 150 – 200 lbs.

Quarter 75 – 100 lbs.

**Note:** Packaged weight will average about 60% of the hanging weight (depending on how it is processed).

**Freezer space:**

A quarter beef needs about 4 cubic feet.

A half beef needs about 8 cubic feet.

You should plan for at least 16-17 cu.ft. freezer space for a whole beef.

We will make every effort to keep our prices low. If we do have to change our prices, we will let you know as far in advance as possible.

\* During times of drought and during the winter when our animals have to eat hay, we do feed our animals a healthy protein supplement to balance their nutrition to keep them at their optimum health.