



# King Brothers

— R A N C H —

Grass-Fed Black Angus. Locally Grown. Family-Owned.

**KingBrothersRanch.com**

## About Marketing and Processing

The boys market their cattle, live, “*on the hoof*” and deliver to the processor. Harvest House Farms (HHF), phone number 830-868-7253, located at 506 N. Nugent Avenue, in Johnson City, Texas, 78636, Kip Thompson, owner, is the processor of choice. Traffic is virtually non-existent, so when picking up your order, just set the cruise, and enjoy travelling through scenic hill country Texas.

### ★ **Each purchasing family or group designates a contact person.**

*This person is responsible for the following:*

- Signing the contract for the animal and making a payment to KBR for the non-refundable deposit.
- Making full payment to KBR for the cost of the animal when “hanging weight” is determined.
- Making the arrangements with HHF on how to process the animal. KBR is not involved with how the animal is processed. HHF will work with the contact person to help finalize processing requests.
- Pay the processor for their services.

### ★ **Step 1**

There is a very simple contract to sign, committing to the purchase of an animal, and a non-refundable \$500 deposit required, to be applied to the purchase price of the animal when payment is made for the animal. Don't hesitate! By all means, call! Larry and Tom are eager to get to know you, look forward to meeting you, answering any questions you have, and neither are short on gab.

### ★ **Step 2**

Please realize, most families won't take a whole animal because it's too much meat for one family and they don't have the freezer capacity. It takes one cubic foot of freezer space for each 35.4 pounds of cut and wrapped meat; slightly more if the meat is packaged in odd shapes, which it usually is. **See typical example listed below for average weights.**

As a rule of thumb, there will be two to four families that go in together to buy an animal; each taking 50%, 25%, whatever the respective percentage might be, of all the cuts of meat rather than taking just a hindquarter or forequarter. This gives each family some of all the cuts instead of just the ones rendered from a

particular quarter. At this time, KBR isn't taking offers for a "partial" animal or offering certain cuts of meat based on the buyer's discretion. KBR does not offer direct sales of packaged, processed cuts. A buyer must commit to a whole animal; meaning more than likely, you will need to make this a cooperative venture with however many others that best suits your particular needs and budget.

★ **Step 3**

After the animal is delivered and put down, further processing yields the beef carcass, called the "hanging weight." The weight is recorded and a copy of the scale ticket verifying "hanging weight" will be given to the contact person. After "hanging weight" is verified, **KBR is paid for the animal based on hanging weight.** The meat will age in the cooler for approximately 10 days or so, then be processed according to buyer's requests. This is called the "package weight," and is what the customer takes home to enjoy.

It might all sound complicated but really isn't. Simply a matter of friends coming together, deciding the size of the purchasing group, picking a contact person, figuring how they want their order processed, all chipping in their share of the expenses, and the contact person completes the transaction with KBR and the processor, respectively. Call KBR if you have any questions.

★ **Step 4**

After delivery of the animal, one order is placed by KBR with HHF under the contact person's name. The contact person's information will be given to HHF by KBR. While they will contact the representative regarding processing instructions, they do ask for you to call as well, to ensure timeliness throughout the processing venue. Direct contact between the buyer and the processor allows each buyer to individualize their order, within the parameters of HHF policies, and helps to make sure everyone is completely satisfied with the way their beef is processed. HHF offers processing options in addition to the standard processing procedures.

★ **Step 5**

**Financial responsibilities include three payments.**

1. A \$500 non-refundable deposit fee, paid to KBR when contracting for the animal. Fee to be applied to the purchase price of the animal.
2. The remaining balance of the animal paid to KBR when “hanging weight” is determined.
3. The processing fee paid to HHF according to their payment policies.

**Typical Example for Average Weights**

Below are typical examples for three different animal weights that reflect the average weight of KBR animals when marketed. Exact weights vary for each individual animal. Figures used to determine the approximate weights are recognized as accepted percentages used in the beef processing industry.

<b>Live Weight</b>	<b>Hanging Weight</b>	<b>Package Weight</b>
1200 lbs.	756 lbs.	456 lbs.
1300 lbs.	819 lbs.	494 lbs.
1400 lbs.	882 lbs.	532 lbs.

- **Live Weight** is what the live animal, “on the hoof,” weighs when delivered.
- **Hanging Weight** is what the carcass weighs before processing individual cuts of meat.
- **Package Weight** is the finished, vacuum wrapped product that you take home.

The example gives a close estimate of the amount of meat different size animals will render. This, in turn, helps you determine how many families will be needed to cooperate in the purchase based on your needs, freezer capacity, and budget.

## **About Costs**

KBR grass fed, grass finished Black Angus beef is a high quality product. A lot of extra time, effort, and expense goes into the making of this beef. Should you decide to purchase KBR beef, you can know and have the following:

- ★ Where your beef comes from (locally grown).
- ★ How it was ethically raised (family owned).
- ★ How it was produced with an all-natural diet, no growth hormones or growth promoters, antibiotics used only when needed to treat illness or injury (healthy and wholesome).
- ★ An open invitation to visit the ranch at any time (hospitable).

## **Animal Cost**

KBR beef is priced at \$6.00 per pound of carcass or “hanging weight.” This price includes the slaughter fee charged by HHF.

## **Processor Cost**

- ★ Standard processing fee is \$.74 per pound of carcass or “hanging weight.”
- ★ Optional processing requests incur a small, additional cost. HHF will coordinate with the contact person regarding additional options so each person is completely satisfied with their order.

Based on HHF pricing policies, the approximate processing costs for the typical example for average weights listed above are as follows. This is for standard processing requests only and does not include the cost of any optional processing requests.

- ★ 1200 pound animal, approximate processing cost is \$625.
- ★ 1300 pound animal, approximate processing cost is \$671.
- ★ 1400 pound animal, approximate processing cost is \$718.

## **A Final Word**

Thank you for your interest and inquiry about KBR beef. The people who have eaten KBR beef have only the highest compliments for the beef. Larry and Tom King take pride in their product and feel confident you will notice a difference in the quality of meat with the first bite. They hope to get a call from y'all to give KBR beef a try.

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