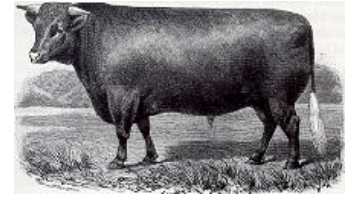




Bakewell Reproductive Center

American Herbataurus Society



Dear Friends,

At a recent seminar someone asked how Gearld and I were going to change the cattle infrastructure in America. I responded that the infrastructure is like the Titanic – it is doomed to hit the iceberg and go down. The model of feeding subsidy-propped corn to ruminants is doomed. If you want to avoid disaster and survive, we invite you to join us and sail on to sustainability, prosperity and reality.

The Bakewell Reproductive Center has discovered how to grow gourmet grass-fed cattle for the high-margin markets waiting for this quality product. We have the knowledge and tools necessary for success and are offering them to selected producers who are ready to change their paradigm, trim their sails, adopt this new management program and reap the rewards.

The foundation of success in raising 100% grass-fed cattle is the combination of proper selection, proper genetics and management. We have developed a three part program that helps you reach the full financial benefit from your efforts. The three parts of the program are **classification**, **registration**, and **certification**, which together will produce a quality meat passport.

- ☑ **Step 1: Classification.** First, you must analyze your cattle and sort your herd into groups: an elite group 1 that will excel on grass; a number 2 group that will work on grass; and a number 3 group that will struggle on grass. A Bakewell field representative will visit your farm and help you to sort your cattle with your input. Next we recommend a breeding plan in which your top females are mated to Fry Certified bulls.
- ☑ **Step 2: Registration.** Next, you must record all pertinent information in Animal Record, our recordkeeping program that traces calves from birth to plate. Then you register the calves with the American Herbataurus Registry, which has been set up for the purpose of tracking the influence of bulls with superior performance on grass. The \$1,000 fee to join our program includes a copy of the software (a \$600 retail value), a copy of Gearld's linear

measurement excel program (\$100 retail value), and membership in the American Herbataurus Society (\$60 value). Tracking the animals' identification, movements from farm to farm, growth, and health is a critical part of our communication of quality to the market and, most important, allows complete traceability. This record will enable us to generate a passport that will accompany each animal from farm/ranch to plate, while also monitoring your cows.

- ☑ **Step 3: Certification.** Bakewell Certifiers will return to your farm or ranch to evaluate and certify calves resulting from the prescribed matings. The Fry Certification Standard is the standard that will verify quality calves and will communicate that quality to a group of certified vendors. These vendors will be selected based on their understanding of the market value of this certification passport; and their will and ability to pay the producer for the quality generated. Certified cattle will be offered to certified vendors at a price that will reward the producer for generating tasty and tender meat as well as cattle that meet all the protocols and will yield a high volume of retail product.

If we join together and share our knowledge, genetics and management techniques, we will succeed beyond our dreams. We will once again have a rural economy that is healthy, that provides a sustainable living, and that is a viable way for people to raise healthy families on the farm.

Gearld and I welcome the chance to meet and talk with you and let you learn more about this opportunity. Our goal is to teach you how to "fish" – to give you the tools of the trade and access to markets with your quality beef and genetics – rather than simply give you a fish, a guarantee or a subsidy not to fish.

We encourage you to join us!

Sincerely,
Ridge Shinn & Gearld Fry

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