

To my fellow parents,

I would like to take this opportunity to let you know more about who I am and what I believe. I feel it is important for you to know the source and quality of the meat that is offered as part of a fund raising program for the St. Albert Daycare society.

My name is Delton Jubinville, aka 'FARMER DEL'. I have ranched/farmed my entire life and my goal has always been to have the smallest environmental footprint possible. It has been a lifelong passion of mine, to one day be able to offer the healthiest and tastiest beef possible while catering only to a local market and ensuring premium quality with a minimal environmental impact. I have ranched many breeds of cattle in the past as well as bison and deer. I have always felt that done right, one should be able to raise beef with a superior taste that rivals the health benefits of bison and game meats.

While eating my own beef and some from local ranchers, I found that the animals raised for our conventional markets needed grain in order for the meat to marble properly. I was shocked to discover the health and environmental benefits of grass-finished steaks as opposed to those that are grain-finished. These stats, along with the greater environmental footprints that go along with mono-cultural production, confirmed my goal of wanting to attain the best grass-finished beef.

The more I researched, the more I realized that the majority of our cattle, for the last fifty years, were bred to excel in the feedlot environment with no focus on the health benefits of grass-finishing. This led to the majority of our animals not being able to marble on grass. So I kept digging and going to different shows and conferences and found there was only a hand full of breeds that can actually produce great tasting and high quality beef on grass alone. All these breeds are the Heritage breeds some of which date back to the 1600's. I found it interesting that the only breeds which offer the quality of meat I was after were those that humanity has basically ignored for a few centuries. Some of these breeds are Highland, longhorn, North Devon (Ruby Reds), Galloway, Aberdeen Angus and Herford.

Before choosing the breeds that would form my herd, I researched other qualities that have a direct correlation to tender beef such as a smaller frame, high butterfat in the cow's milk and docility. Surprisingly, as I began putting together the recipe of the beef I wanted to raise, many

of the dairy breeds showed the qualities I was looking for except they were not efficient in converting grass to beef and the carcasses did not yield as high. Through carcass competitions and documented research I found the older breeds were able to bring a better quality meat to the plate. Also through past experience I found cross bred animals seemed to produce superior beef. My two breeds of choice were Galloway and North Devon (Ruby Reds). I could tell you endless stories on why I chose these breeds but you will be able to read them on my upcoming website. Until then, I encourage you to google these two amazing breeds and you will understand why I chose them to achieve my goal.

Ten years later I moved back to my home place just north of St. Albert and started looking for organic land where I could physically build the herd of my choice. I approached John and Bill Bocock, a third generation dairy operation, with my plan of offering beef with all the characteristics that were needed to achieve this level of quality while maintaining the smallest environmental foot print. Bill and John's response was that it was perfect timing since they had not used chemical on their land for over four years and they were no longer in the dairy business. These gentlemen are die hard farmers and truly angels in disguise.

That same year I traveled to Saskatchewan to pick up some of my first Galloway seed stock. I was impressed with the docile herd they were coming from. It may interest you to know that one of the ancient kings (King James I believe) was so impressed with his meal one night that he knighted a loin of beef as *SirLoin*. This loin was said to be Galloway beef. I made another eight hour trip to north east Saskatchewan for a small herd of South Devon cattle, again of superior quality.

I was still set on getting some real North Devon genetics into my herd. This was not an easy task as there were no North Devons for sale in Canada. So we implanted embryos into surrogate cows in Montana and once they were past the first trimester, we brought them to the organic Bocock ranch where they would soon deliver us the highest quality North Devon's in the World. I will be forever grateful to Bill Bocock for making this possible. Talk about exciting when our first five calves were born this summer, three of which will likely be our herd sires.

For centuries, Ruby Reds were the butchers' choice in many different countries since they produce an unrivaled quality of beef off grass alone. I have found that cross bred animals often produce superior offsprings. So what better combination than to bring my dream of the highest

quality beef to my friends and neighbors by combining Galloways and North Devons; grass finished beef with a quality that I believe will be second to none.

It has been a long process but I have finally received my organic certification. Even though I started the certification process a couple years ago and have ranched following organic standards and practices all of my life, it is regulatory that only the offspring of animals that have not entered the third trimester as of the date of actual certification can be stamped organic. This will be my 2017 calf crop. I wanted to let you know that all the beef our wonderful Daycare is offering is indeed organic and derives from Galloway/South Devon/North Devon and some dairy genetics all known as a high quality of beef. I am presently offering this beef at a discounted rate in hopes that we can all experience the healthiest and tastiest quality beef at an affordable price while raising money for our children's Day Care.

I will send a list of value packs as they come available along with all individual pricing. Whole, half and processed quarter carcasses are always available on a first come, first serve basis. The lean ground beef is available on a regular basis and is the most effective fundraiser offered right now. All bulk packages can be spoken for through the daycare and will not include lean ground beef. At this time, custom orders of individual cuts must be placed through the daycare and for a minimum of \$300 per order. Following these guidelines is the only way I can offer this quality of beef at these prices. The more beef I can move through the daycare, the longer I could keep these prices while still raising money for the St. Albert Daycare society. We will be offering a field day to the farm in the near future so our children can see how Mother Nature guides us in raising the best beef possible.

Thank you for taking the time to read my letter and please feel free to contact me with any questions.

Farmer Del

Delton Jubinville

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