

*Affordable!  
in our stores  
open 7 days a  
week.*



# RED HILL

## eggs & beef

*wild-raised on our family farm in the mountains*



**Free Range  
No Chemicals  
No Hormones  
No Antibiotics**

Humanely produced to preserve soil and natural resources for future generations on our farm since the 1800's.

RED HILL RALEIGH | 1141-100 Falls River Ave.  
Raleigh, NC 27614 | (919) 457-9020

RED HILL HILLSVILLE | 1035 Sylvatus Hwy.  
Hillsville, VA 24343 | (800) 251-8824 ex. 3



# Values of our family farm

We create a standard above others by accepting accountability for our farm's products  
By demonstrating the following we hope to have your business in the future.

**Grass-Based** pastured livestock and poultry should be raised on natural vegetation, managed for sustainability and nutritional superiority. Never given hormones or antibiotics.

**Community** members should have access to truly-healthy food from their foodshed or bioregion. There is a critical importance of agriculture to human health, ongoing life, and cultural ritual.

*The photo (far left p.2) of our grandparents and their family and friends in the 1950s reminds us that the relationships we humans have with our animals and food dictate the meaning of community and the quality of life itself.*

**Mountain Habitat** and the land heritage passed to us promotes natural farm animal behavior and minimal stress. Cows and chickens are tools to create and maintain healthy lands.

**Land Stewardship** We look to nature's lessons from the great wild herds and our grass-based Blue Ridge farming history for management and practical solutions. We are in the business of protecting our farmlands ecological integrity.

**Trust** finding truly healthy beef and eggs is to know the farmer. Certifying agencies are important, but they're also doing the job of replacing the relationship between consumer and farmer. Minimal degrees of separation should exist between your grocer and your farmer.

We want to be your farmer.

## Mission

Our farm seeks to produce great-tasting, truly-healthy eggs and beef never given growth hormones or preventative antibiotics. We strive to grow our farm with rightful integrity we want to pass on, for us that's sustainability and superior mouth-watering flavor for all. It is our promise to you that we'll never sell a product we would not serve to our own family.



## Why are my eggs difficult to peel when hardboiled?

There is no air pocket inside of a just-laid egg. The shell draws in air (and anything else on the surface) into the egg as it ages. Because our eggs are very fresh, they have a smaller air pocket than commercial eggs. Letting the hardboiled eggs cool or waiting a few more days for the eggs to age helps the shell peel easier.

## Can you use jumbo eggs in a cooking recipe that calls for large eggs?

Yes. The difference will not affect the integrity of cooking recipes. For specific differences anyway, check out the chart.

### CALORIE CONTENT OF EGGS

Size	Calories
Peewee	47
Small	54
Medium	63
Large	72
Extra Large	81
Jumbo	90

Damerow, G. (2010). Eggs for Eating. *Storey's guide to raising chickens: care, feeding, facilities* (3rd ed.). North



### Our eggs? ←

1/3 less cholesterol  
1/4 less saturated fat  
2/3 more vitamin A  
2x more omega-3  
3x more vitamin E  
7x more beta carotene  
4 to 6x more vitamin D



## Are eggs really the perfect nutritional food?

Every egg contains almost all the nutrients necessary for life, lacking only Vitamin C. The protein in an egg is complete, since it contains all the essential amino acids. It's among the highest-quality protein found in food, second only to mother's milk. It contains Chlorine (helps brain function and reduces risk for heart disease) and antioxidants Lutein and Zeaxanthin (helps to prevent eye disease and macular degeneration).

## Are white eggs as nutritious as brown eggs?

Shell color itself has nothing to do with an egg's nutritional value. The difference in nutrition has to do with how eggs are produced. Eggs laid by hens with access to pasture or other green feeds, no matter what color the shell, contain less cholesterol and saturated fat, more vitamins A, D & E, beta carotene, folic acid, and omega-3 polyunsaturated fatty acids than eggs laid by caged hens.



# Grass-finished beef



## Cooking

*Grass-fed beef is very lean.*

**Reduce cooking temperature of grain fed beef recipes by 50° F and reduce cooking time.**

*Grass-Fed beef cooks quickly, progressing from perfectly cooked to overcooked in less than a minute.*



## We raise our cattle on our farm in Virginia's mountain landscape.

Our cattle are born, raised and finished in good health on open pasture. Superior genetic lineage and select breeding of our cattle have adapted our animals thoughtfully to the environment.

Hay is fed to the herd in winter. It is cut and dried by the sun twice a summer. Sun drying maintains the enzymes in our grass. The climate and rural isolation provide nutritious forage land with grass biodiversity.

## Careful Attention

In managing our herd, we pay attention to each animal and determine each steer "ready" to be your dinner individually. It is not more efficient to process a whole generation at once, as conventional production commonly does. Our steer take 18-24 months to reach the maturity weight commercial cattle reach in 12-14.



## Butchering

We found the processor with the best reputation in North Carolina for our beef. Our skilled USDA-inspected butcher uses modern cleanliness standards to maintain a safe facility. *May's Meats* in Taylorsville, N.C. processes each cow individually.

## Packaging & Storing

Our **ground beef, steaks, roasts and beef patties** are individually packaged in vacuum-sealed clear-heavy-weight plastic. Perfect for providing fresh beef with extended storage in your freezer.

Our beef is available all year long.

# Keeping hens for fresh eggs



*Hazel and Glen-Donald Largen, aunt and uncle of Tom and Shelley who are store owners, are married farmers of 50 years.*

## Daily Gathering & Processing of Eggs

Eggs are collected twice a day. Each egg is carefully washed with a washcloth and hot water before sanitized to USDA "Grade-A" retail standards. The hands of Hazel and Glen-Donald weigh each egg to sort them into cartons of small, medium, large, extra-large and jumbo.



They raise and keep 200 loved chickens. Each hen lays about one egg a day in spacious five gallon nesting buckets circling the walls of the coop among hand-made ladders and jungle-gym-like equipment for their enjoyment.



Hens have all day access outside after the doors are opened each morning.

Access to pasture makes a hen's egg much more nutritious than those who do not have free-range.

White Leghorns lay the white eggs. Sex Links lay the brown eggs.

## What do the hens eat?

Like all chickens, hens are omnivores and begin to lay at about 22 weeks old. Laying eggs requires good nutrition. That's food like greens, seeds, insects, grubs and other wild things. Laying Crumbles (free of antibiotics, hormones and animal meat) are the right proportion of protein, minerals and energy for laying healthy eggs. Chickens also appreciate table scraps. Hazel and Glen-Donald enjoy giving their hens healthy seasonal leftovers like five gallon buckets of tomato peels after canning salsa.

Ingredients of Laying Crumbles corn, soybean meal, alfalfa meal, wheat, oats, ground limestone, salt, vitamin A, vitamin D3, vitamin B12, calcium pantothenate, niacin and vitamin E.



## Where do they live?

A simple farm shed was chosen as our coop—it has good drainage, adequate light, enough space and just enough ventilation to not be exposed to cold winter winds.



## Egg Size?

Seldom do we have small or medium cartons of eggs. Our hens typically lay Grade A Large, Extra Large and Jumbo eggs; regularly available in our stores.



# NATURALLY LEAN.

## Why local grass-fed and finished beef?

Grass-fed meat is naturally lean and higher in beneficial omega-3 fats and conjugated linoleic acids. These both reduce the risk of heart disease. Eat this beef and protect family farms, preserve open space and promote sustainable agriculture of more diverse and healthier ecosystems in our bioregion.

**BUY AT YOUR CONVENIENCE IN OUR STORES OPEN 7 DAYS A WEEK.**

## Where is the T-bone ?

It's about HOW you cut the beef. Both tenderloin fillets (1) Filet Mignon and New York Strip and (2) the T-Bone and Porterhouse come from the same part of the steer.

## Want bulk beef?

We're glad to accommodate quarter or half of beef orders. Our ability to distribute readily available fresh and delicious grass-fed large beef orders depends on season and steer age.

# BEEF cuts for dinner.

## Beef cuts regularly stocked in our stores

**FILET MIGNON**

**NY STRIP STEAK**

**GROUND BEEF**

**FLANK STEAK**

**RIB EYE STEAK (BONELESS)**

**SIRLOIN STEAK (BONELESS)**

**ROASTS**

**GROUND BEEF PATTIES**

**STEW BEEF**

**SKIRT STEAK**

**SHANK STEAK**

**SLICED LIVER**

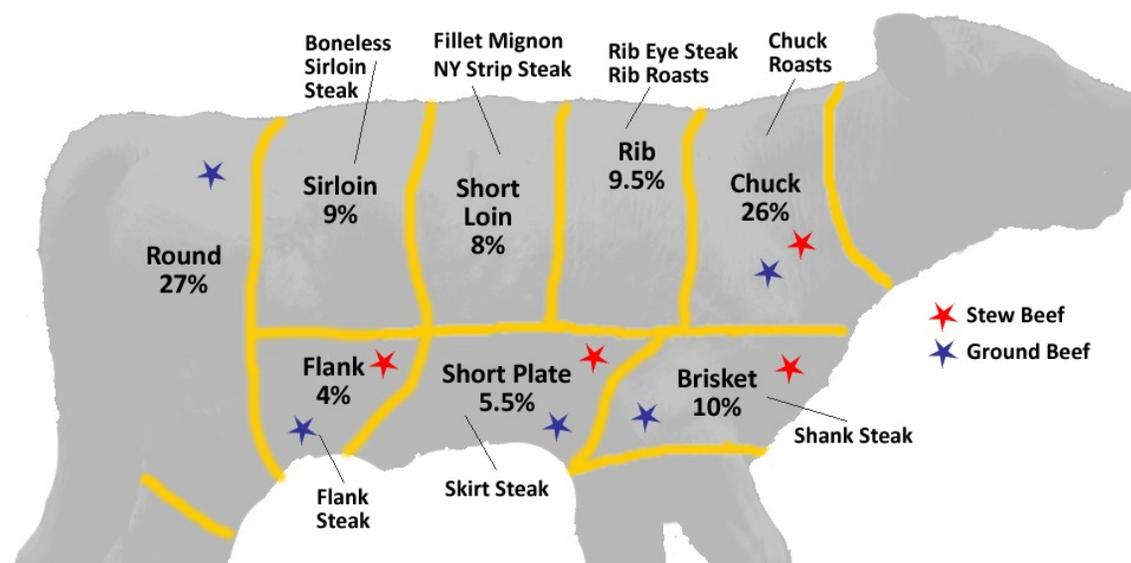
**MARROW BONES**



Three month old calves (above)



Our Black Angus Cattle. The red color is a genetically recessive trait.



Beef availability fluctuates by demand. We process the next ready steer when enough of the previous beef has been sold due to limited freezer space in our two retail stores.