


WALHALLA



VALLEY



Dear Friends,

Thank you for your interest in the Wagyu of Walhalla Valley Ranch. We are pleased to offer you the unique opportunity to experience and enjoy a truly best-in-class ALL-NATURAL healthy and delicious series of USDA certified Texas beef products.

We have prepared this information brochure to assist you in learning about us, our ranch, our cattle, our values and ultimately our product offering.

We look forward to discussing any questions you may have and earning your business. Thank you.

All the best,

Joey

Joseph S. Rinando, III
President

THE RANCH COFFEE

Walhalla Valley Ranch LLC is family owned and operated, consisting of 60+ acres of beautiful rolling terrain and scattered majestic live oaks located in Round Top, Texas. While the ranch started in 2007 as an outlet so that we may spend more quality time together as a family – it has evolved into a family business from which we now harvest approximately 10 – 20 Wagyu cattle a year that we market in 1/4, 1/2 or Whole shares.

To best utilize the land for ranch operations, we subdivided the acreage with cross-fencing to create more efficient and productive pastures. This has enabled us to implement an intensive rotational grazing program that is beneficial and healthy for the land and the cattle. We also installed an extensive irrigation and concrete trough system that is fed by a natural water well that springs fresh, clean water for the herd in every pasture.

Our business plan is founded on PATIENCE and QUALITY. We recognize the importance of allowing time and Mother Nature to produce a level of quality and value that humans and technological short-cuts simply cannot. In 2010, we started slowly and methodically – identifying solid genetic characteristics to form the foundation of our herd. We have carefully selected and combined Angus (arguably the best beef in the USA) with ideal bloodlines of Wagyu (arguably the best beef in the world) to bring to market a product that we are proud to put our brand upon. We remain steadfast and uncompromising on our basic principles:

- We are not focused on producing record volumes – or first-to-finish concepts;
- We are not interested in selling a commodity product to the masses;
- We do not give the cattle sub-therapeutic antibiotics;
- We do not administer hormones for either growth enhancement nor any other reason; and
- We do not feed our cattle straight grain or any animal bi-products.

What we ARE doing is striving for a superior grade of quality and excellence in a finished product (raised in a humane environment) that is evident to a select group of customers that care about value, quality and excellence and are interested in embracing a best-in-class beef product.



WVR Hirasumichi (100% Registered Wagyu Herd Bull)

BUSINESS

PRINCIPLES

THE PROOF IS IN THE PASTURE

Our customers have the right to understand the basic parameters and distinguishing characteristics of the Walhalla Valley program. From birth, our calves are on-side their mothers, primarily on a milk and pasture/hay diet for approximately 8 months. Post-weaning, the calves move on to open pasture/hay and free-choice all-natural protein tubs and minerals for 8 months. For the 3rd phase of the 2-year program, they graze on pasture/hay and a free-choice nutritional "supplement" (certified to contain No hormones – No antibiotics – No animal bi-products – No straight grain) to enhance their predominantly forage based diet.



THE DIFFERENCE

There is a KEY distinction to be made between “supplementing” a natural diet as we do at Walhalla Valley and “substituting” a diet as is common with most beef outfits. The vast majority of traditional beef programs move on an accelerated (man-made) pace that is motivated by high volume and rapid weight gain – so the goal is to harvest as many cattle as quickly and cheaply as possible. These cattle are generally harvested at 12 – 18 months as they unnaturally/rapidly gain weight due to a “substituted” diet once they are moved off of their mother and natural habitat, and abruptly relocated into a third-party feed yard with large numbers (hundreds or even thousands) of other cattle (in a relatively confined area).

In the feed yard, the cattle are consistently exposed to extensive rations of grain mixed with hormones and antibiotics that make the cattle hungry all the time – hence the tremendous weight gain in such a short period of time. This model may turn a profit and work well for the average rancher; however, this does not work very well for the cattle or the ultimate consumer. This “substituted” diet and environment are not natural for the cattle and can arguably approach inhumane treatment as the cattle become commodities – not animals.



We set out in 2010 to be different – we wanted a better solution for the beef we consume, the beef we feed to our children, and now the beef we sell to our customers.

OUR FOCUS

To be different meant that Our Focus had to be keeping the cattle on natural habitat while providing them a nutritionally balanced diet for the betterment and sustained well-being / welfare of the cattle – and ultimately the consumer. Pasture and hay alone, in most regions, has its deficiencies for at least some portion of every year (depending on drought, flood and everything in between) – the supplement addresses those shortcomings and is beneficial and healthy for the cattle.

Being different meant recognizing that Mother Nature has a different timeline for every animal – and while more time = more investment, Patience was a core competency we had to adhere to. Thus, the harvest date can range from 22 to 30 months - depending on when each is finished. The Program and Patience has enabled us to achieve our goals of Quality and Excellence.

Being different meant no feed yards, following a strict processing and packaging protocol, and focusing on providing superior customer service. When harvest time comes – the cattle are processed at a certified USDA facility near the ranch where each animal is inspected and processed humanely - one at a time – and then dry aged in a climate controlled room for 21 - 42 days. Then, each animal is processed in accordance with our instructions, with each cut individually Cryovac wrapped/sealed and USDA labeled.





HEALTHY

CHOICE

The unique genetic attributes of Wagyu raised on an ALL-NATURAL regiment such as our program at Walhalla Valley Ranch allow for us to table delightful beef that in moderation, can enable an improved diet. The following set of facts about Wagyu beef and its health benefits have been published by various medical associations and universities in the U.S.A. and abroad.

- The Mono-unsaturated Fatty Acid (MUFA) to Saturated Fatty Acid ratio runs up to 3X higher in Wagyu than other beef and research indicates that MUFA are either lower or neutral to total cholesterol levels, while increasing High Density Lipoprotein (HDL) levels, or good cholesterol. Medical experts report that HDL tends to deliver cholesterol away from the arteries and to the liver where the body can get rid of it and research indicates that HDL removes excess cholesterol from arterial plaque, thus slowing its build-up.
- Wagyu beef is an effective source of Essential Fatty Acids such as the Omega 3 (Linolenic Acid), as well as containing 30% more Omega 6 (Linoleic Acid) than other breeds. Omega 3, the same compound found in nuts, olive oils, and fish that give them their health benefits, has been found to protect against heart disease, arthritis, depression, Alzheimer's, high blood pressure, and act as an anti-carcinogen. Omega 6 has been shown to prevent numerous kinds of cancers, while also reducing Low Density Lipoprotein (bad cholesterol) and triglycerides.
- Wagyu beef is one of the best sources of Vitamin B, iron, and essential complete amino acids.
- Wagyu cattle are unique in that they have a genetic ability to store marbling within the muscle instead of outside the muscle. Marbling is a key component to extra flavor and tenderness.



UNIQUE

PRODUCT ATTRIBUTES

- **ALL-NATURAL
FREE-CHOICE
FREE-RANGE**

- **NO Hormones
NO Antibiotics
NO Straight Grain
NO Animal Bi-Products**

- **Harvest Age: 22 - 30 Months**

A true "All-Natural" product takes time. Our extended aging process coupled with the herd's genetics drive the exceptional marbling, consistency, tenderness, and taste.

- **Dry-Aged: 21 - 42 Days**

Dry-Aging further enhances flavor and tenderness. The USDA certified facility near our ranch provides this service for us (another distinguishing factor of our operation as the vast majority of U.S. beef is not dry-aged.) Only the higher grades of meat can be dry-aged, as the process requires meat with a large, evenly distributed intermuscular fat content. Because of this reality, dry-aged beef is seldom available outside of steak restaurants and upscale butcher shops.

Available Share Options (Estimated 1,500 Lb. Harvest Weight)	Whole	1/2	1/4
Estimated Lbs. (assumes 35% Yield of Harvest Weight)	500-550	250-275	120-140
Recommended freezer space	24 cu. Ft.	12 cu. Ft	6 cu. Ft.
Tomahawk Bone-In Ribeye (1 ¼" Cuts)	20-24	10-12	5-6
New York Strip (1 ¼" Cuts)	20-24	10-12	5-6
Filet Mignon/Tenderloin (1 ½" Cuts)	12-16	6-8	3-4
Top Sirloin (1"Cuts)	12	6	3
Flat Iron (¾" Cuts)	12-16	6-8	3-4
Brisket (Lbs.)	25	12	6
Rump Roast (4-5 Lbs. ea.)	4	2	1
Pikes Peak Roast (4-5 Lbs. ea.)	4	2	1
Short Ribs	12	6	3
Ground Beef Packages (1 Lb. ea.)	250	125	60
(Other cuts available upon request)			
RED Label (50% Wagyu / 50% Angus)			
Price / Harvest Lb. (includes processing & packaging)	\$5.25	\$5.55	\$5.85
Total Cost (Price / Lb. x Estimated Harvest Weight)	\$7,875	\$4,160	\$2,195
WHITE Label (75% Wagyu / 25% Angus)			
Price / Harvest Lb. (includes processing & packaging)	\$5.95	\$6.25	\$6.55
Total Cost (Price / Lb. x Estimated Harvest Weight)	\$8,925	\$4,685	\$2,455
BLUE Label (100% Wagyu)			
Price / Harvest Lb. (includes processing & packaging)	\$6.75	\$7.10	\$7.50
Total Cost (Price / Lb. x Estimated Harvest Weight)	\$10,125	\$5,325	\$2,810
Deposit (Check Payable to: Walhalla Valley Ranch LLC)	\$1,000	\$500	\$250

WALHALLA VALLEY RANCH

PROPOSITION



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