



Solar Harvest Farm

2010 Spring Newsletter



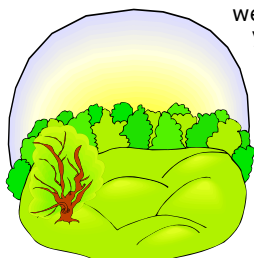
Fellow Connoisseurs of Food Raised in Sunshine!

March 26, 2010

Get your sunglasses on because we'll be gleaming even more sunshine from our farm fields this year! This will be a transformational year for us with many big projects already in motion. We also have some price improvements to offer that will take the edge off things a bit. Please read on to learn about this most exciting season that lies ahead! Ahh, the optimism of springtime. Breathe it in!

New Volume Pricing! First, notice that there are no price increases for 2010! Better yet, the whole hog price has been reduced and we've added volume discounts for pastured chickens. You'll notice a discount is offered for 10-19 birds and 20+ birds. At the 20+ level, the savings will typically amount to a buck a bird - not exactly small change when considering the larger order sizes. The incentives are planned to be mutual. As more people gravitate towards the larger orders, our costs are diminished through fewer transactions. More importantly, this will lessen the potential of people forgetting to show up on their harvest dates - still a major source of tension through these years. Whole hog pricing was reduced partly for the sake of inducing fewer transactions but primarily because pork remains as our only enterprise with room for growth. Yes, there are economies of scale even at our low-volume level. I'll talk more about improvements planned within the pig-rearing areas and much, much more.

Growth? More Pig-Happy Pork? To remain as a viable business into the future, we must continue to grow. However, our growth potential remains limited by farm economics and bureaucracy. For example, our beef herd is as large as our acreage can support yet demand for beef typically exceeds our ability to supply. The exorbitant cost of farmland in our area prevents us from expanding the beef supply to meet this demand. Bummer. Pastured poultry demand is also very strong, yet we are bound by the 1000 bird on-farm processing limits imposed by the state. Bummer. We could expand beyond present volume, however this would require expending large amounts of time, capital and diesel fuel trucking more live chickens to a processor then returning the next day with a reefer truck to bring processed chickens back to the farm. We'd pay a processor's profit margin for something we can do better at the farm effectively diminishing the viability of this enterprise - and for what benefit to you as a consumer? Truth be known, if the state removed this obstacle, our business would absolutely flourish as we have not even begun to tap this area's potential. Unfortunately, with on-farm chicken processing, it is illegal to sell these chickens from the freezer. The chickens have to be pre sold and picked up fresh - immediately. Yet incidental and off-seasons sales would absolutely make this farm sing! Our harvest schedule would be exponentially more flexible. Customer no-shows could go in the freezer to be sold later effectively mitigating a significant risk and stress element. We could harvest chickens in response to changing weather and field conditions or even just because we had some time! Honestly, I'm embarrassed to say that I get giddy just thinking about the possibilities! Chicken harvesting, as we do it, is not, and does not have to contain a YUK stigma nor should it be perceived as pathogenically dangerous to consumers. There are three key attributes which embody this statement: 1). Chickens have their feet on the grass from adolescent chick to their last hour as a full grown bird. 2). Low-volume, intermittent processing. 3). Processing performed directly by farm business owners.



Some people believe that food safety is a responsibility of government. Maybe it could be, but it most certainly hasn't worked out that way. The irony lies with the bureaucracy's insistence that specialists perform special operations in specialized



facilities. This results in single purpose facilities forced by economics to implement high density, high volume, concentrated rearing and processing facilities. In doing so, they exacerbate pathogenic potential to exponential levels requiring brute force industrial processes. These processes are not designed to *remove* the pathogen. They are designed to diminish pathogens. It's logical to assume that industrial food safety experts would prefer that these killed bacterium be removed from the carcass, but that's simply no longer a reality. These pathogens, diminished by subjecting the carcass to multiple tri-sodium phosphate or chlorine baths, remain on and within the meat. The obvious alternative - don't contaminate the meat so you won't have to chemically treat it - is, in the eyes of industrial food safety experts, not an option. This, because it would require slowing the process down to levels considered anathema to the industry. A more careful analysis of pathogen mitigation actually reveals the systemic pathogenic vulnerability of the entire centralized process - meaning the entire industry would have to be scrapped, starting over with decentralized, local, low-volume processing. The local entrepreneurial economic stimulus that would precipitate would be transformational.

This leaves pork as our only venue with room for growth. The pigs require significantly less land to raise than cattle. To boot, they can be downright fun to have on the farm when they are given the right environment. We've been raising 60. We'll be raising 80 this year. This is a huge gamble. If we can't find homes for the additional 20 hogs, the loss we will incur selling organic hogs at the conventional sales barn will amount to many thousands of dollars. If we know what the demand will be early enough in the season, we will be allowed some time to react accordingly.

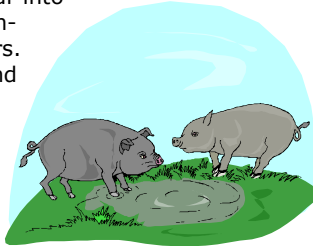
Farm Infrastructure - Phase II From 1993 to the present, we've grown this farm business from the bean field that it once was to the maturing enterprise that it is finally becoming. Everyone knows the early years of any start-up business are the toughest. We're now moving past these tough years, (knock on wood!). The foundation that we've laid is proving very efficient and flexible. Phase II is going to put some luster on this *diamond in the rough*. Here's what we're up to this season:

- Additional PV Array, (solar electric).
- New Barn - (Finally!)
- PV-Direct Livestock Water Pumping
- New Hog Area and Feeders for Hogs
- Design/Build Solar Powered Farm Vehicle

You've listened to me whine for years now about not having a machine shed. Not only is all the old equipment sitting along the fence-line rusting away, but the workshop, being in the dairy barn, is an accident waiting to happen. Just one spark from a grinder is all it would take. Several years ago I vowed not to purchase any more farm equipment until we had a roof to store it under. This decision in turn effects other *make or buy* decisions, primarily in regards to hay-making. The new PV array is planned for the south awning roof of the new barn. Because we need a good solar *window* the new barn will have to go on the south side of the existing drive, a few hundred feet in from the road. This will take some getting used to but I believe it will help to create a nice farmyard in-between the house and existing dairy barn. I am attempting to keep the 19th century look utilizing steeper roof lines and traditional overhangs. Merging 21st

century technology with 19th century romance? Hey, we'll see if we can pull it off! The PV-direct water pumping project will greatly improve the efficiency of our livestock watering system. It will utilize a hi-tech submersible pump which is designed to accept a wide range of voltages - such as that coming from a PV array under varying conditions. Whenever even slight levels of photons are available, we'll pump up and into tanks which will be mounted up high in the barn. The capacity of the tanks will exceed daily needs effectively storing energy for the cloudy days.

The new hog area is planned for the cattle over-wintering area just north of the pond. The idea would be to raise the piglets in the paddocks up near the barn, as we do now, but then transfer them all to the larger area once they were at 100 lbs or so. This will give them more space, fresh bedding to tear into and a means of improving our labor inputs via some new labor saving feeders. We'd also be able to bring forage in and out easier in this bigger area. Unlike cattle, you simply can't bring a tractor in amongst them. They're too curious and too nosy so we'll have to get creative. Making the transfer will also be a trick as it is about as easy to herd pigs as it is to herd cats!



Farm Financial's Obviously, if we're moving forward with all these projects, we must be doing alright? Relative to the farm sector as a whole, yes. But there's still the same catch. As those of you who've read these missives over the years know, I feel it is important to continue to share the inner workings of how our farm economics work. The cold hard numbers are a bit counterintuitive to the aggressive capital investing you see us doing.

In a nutshell, our capital projects continue to be purchased with my "salary". In other words, I'm spending wages directly on business capital improvements that others allocate for family living expenses and leisure. This obviously differs from non-farm financial's in which capital projects are funded with net income realized AFTER payroll. To really bring this home to anyone who isn't grasping how we're making this work, imagine receiving your paycheck from your company, then donating most of it back to the business.

There are three primary reasons which allow this to work in our case. Most obvious is ownership. Diverting income intended for payroll towards capital projects which enhance the business is still, right or wrong, *palatable*. Secondly, this farm was designed to operate on a shoestring budget. Quite simply, (and in spite of what all the "experts" continue to say), a lifestyle centered upon efficiency, conservation and alternative energy is in fact financially rewarding. Much of our energy needs were bought and paid for in 1992, long since providing payback and security. It is entirely accurate to say that we exist and prosper not because of what we earn, but because of what we do not have to spend - *avoided costs*. The third element is something that I suspect is shared amongst many farms. It's a bit psychoanalytical, but when you think about it, many of the capital items farmers must purchase are items they might actually desire even if they weren't farming for a living. A 4WD pickup truck comes to mind. We're just a bit odd that way. For half the cost of an energy consuming pickup truck, we've invested in sustainable energy technology which provides payback and security for decades to come.

I burden you with all this again because it helps to provide clarity to the #1 question asked by potential customers:

Why does pasture-raised food cost more than conventional food? Thankfully, more and more people are discovering the answer. It's not that our food costs more, but rather, the fact - yes, **THE FACT** - that food raised within industrial agriculture simply passes significant peripheral costs onto society, this via the liabilities of subsidy, environmental, social and health consequences. We represent reality. We receive no subsidy. We do not impose peripheral costs onto the environment or society. There is no smoke. There are no mirrors. What you see is what you get.

From the Mailbox... I'd like to share with you a few responses I received upon sending out our annual "spring flush of eggs" announcement. These are from people who are already organic-minded. It is therefore easy to deduce the likely sentiments of conventional consumers who purchase battery cage eggs for \$1.50/dz. Granted - just 3 negative in 500, but enlightening:

Hello Steve, I'm sorry, but I think your price is ludicrous and shameful.... AND is one of the reasons so many people can't afford good food.

Hey Mr. Steve, Are they Golden Eggs??? At that price I would think so. Here is a marketing tip: When you have a lot of product you don't raise the cost. Let us know when you change the price.

Hello Steve, I am able to purchase local fresh eggs (organic, free range, fertilized, etc, etc) for \$2.50 a dozen. Why on earth are you charging \$4.50 a dozen, especially when you have excess? Please let me know what I am missing.

What is this person missing? Are they Golden Eggs? Should we feel shameful for our pricing? Can people afford good food?

A chapter could be written addressing each one of these questions. But let's keep it real. There is a way for you to critique these concerns without the bias and self-interest associated with the farmer. Pretend the price is 100% profit and "back" your way into it:

If a farmer sells eggs for \$2.50/dz, how many dozen would the farmer need to sell to earn a living? (Again, pretending all is profit.)

You'd first need to draw your own conclusion as to what the farmer's "living" should be. These tables assume \$40K.

The left column assumes NET earnings, (after expenses associated with livestock, feed, mineral, fertility, supplies, maintenance, taxes, depreciation, utilities, insurance, fuel, vet. etc). Looking at the top line, if a farmer cleared \$2.50/dz after the expenses noted above, the farmer would need to produce 16,000 dz to earn a \$40K/year salary. This would require maintaining at least 800 pasture-raised hens. When we next stop pretending, and recognize there are substantial costs which detract from the \$2.50 selling price, the farmer's conundrum becomes more apparent to the consumer.

Net per Dozen for Labor	# Dz Required per Year	# Hens Required
\$2.50	16,000	800
\$2.00	20,000	1000
\$1.50	26,667	1333
\$1.00	40,000	2000

Net per Hog for Labor	# Halves Pork to sell/yr	# Hogs Required
\$200	400	200
\$150	533	267
\$100	800	400
\$50	1600	800

Net per Beef for Labor	# Qtrs Beef to sell/yr	# Beeves Required
\$400	400	100
\$300	533	133
\$200	800	200
\$100	1600	400

Note: These figures include only the livestock which represent the finished product. They do not include brood animals which would greatly increase the number of livestock required on the farm.

Not clear? Here's another way to express it using hogs as the example this time: If the net earnings per hog is limited to \$50, a farmer will have to raise and market 800 hogs a year to earn a \$40K salary.

Where is *the line* for you? At what point do you say, *this is too many animals per farm?* It isn't the farmer that ultimately decides this. When the consumer demands low price with indifference to livestock density, the farm is pushed towards industrial methods.

So is this aforementioned farmer selling eggs for \$2.50 earning a living? Absolutely not. It's a sure bet that he's bleeding money, especially if he's using certified organic feed. Or perhaps he's operating as a hobby. All too often, this is evident to the consumer via the condition of the farm. Additionally, in almost all cases, farmers are depending upon the developmental value of their land as their sole means of retirement. Even if their practiced husbandry was sustainable for 60 years, the ultimate result at the end of their farming career is anything but sustainable when the farmland is rezoned residential. The evidence is sprawling all around us.

I couldn't help but ask myself if these few folks are equally critical of the non-food price comparisons they make. I wondered if perhaps the Best Buy CEO got an earful of *shame* when this shopper found a better deal at Walmart? At the typical CEO wage package of \$13,000,000 a year, I would hope the shame aspect would be a much bigger target. After all, at that rate, a CEO is earning about \$36,000/day, 365 days a year - more in one day than a typical farmer earns in a year.

Can people afford good food? Some people cannot, but most of the people who are vocal about it can. I know I'll invite criticism by being candid about this, but so be it. Cell phones and big screen TVs are discretionary expenses. Choosing to drive a vehicle which gets 20 mpg when 35 mpg is available is a discretionary expense. Choosing to buy chips and other snack foods at \$4/lb is a discretionary expense. (Our "expensive" eggs are priced at about \$2.25/lb.) I know it burns a bit to hear this. I'm just holding up the mirror - please don't shoot! These are choices most people are making day in and day out. Nutrition and sustainability are, in the long term, non-discretionary. Most people can afford nutritious, sustainable food but choose to spend their money elsewhere.

This is all relevant to you and I as these sentiments represent the uphill climb we both must endure en route to achieving sustainably-raised food. Food has long been artificially priced at 9% of median earnings. As reality sets in, we will all have to confront these criticisms with rational, logical, factual information. Furthermore, I hope that this also clearly illustrates the need for diversified farming. Typically, the term *diversity* is enamored for it's biological and environmental attributes. As the tables hopefully illustrate, if a farm is to obtain a living in parity with the rest of society while at the same time avoiding high stocking rates, diversification is imperative. We could fit 400 hogs on our fields. You wouldn't like it.

Butcher Shops - Update

Always a hot topic in these newsletters, the butcher shop world continues to ebb and flow. As some of you learned from our late fall impromptu beef harvest, Hansen's has reopened with new management bringing with it many of the key employees that worked there during the good times. While we have scheduled the July beef there as well as some October pork (if we get the orders), we'll first *walk* before we *run*. Both Detjens and Sorg's have been good to us - this I say based on what I've witnessed as well as the feedback we've received from customers. Both of these butcher shops are a bit of a drive though. From your perspective, the fall beef and pork have been brought back to our farm from Detjens so you have not had to deal with this distance. The trip to Sorg's however, has fallen as a burden upon our customers as we haven't employed the freezer truck for the July beef harvest. Sorg's location in Darien is outside of the periphery of almost all of our customers. For this reason alone, I have made the July beef switch to Hansen's as the means of gradually reintroducing ourselves back into their business. We - you and I - represent a different type of butcher shop customer that requires some patience, understanding and adaptability. We ask more questions, we read more labels, we care about details. This is why we'll test the waters just a few toes at a time. Your feedback is paramount to our success so please don't hold back. Unlike our chicken, we don't have the luxury of inspecting the final product before you receive it.

Small Talk - Reflections

With two of our three kids now off in college, the changes in both home life and farm life presents itself as a new challenge towards normalcy. Normalcy is an odd description, yet I don't know how else to describe it. The daily ebb and flow has changed as has the priorities of the day and who will perform them. I believe it was John Lennon who said, "life is what happens when you're making plans" - a statement that takes on more meaning and validity, the more often you think about it. Of course, it comes as no surprise that kids will grow up and move on with their lives. Yet no level of planning can prepare you for the change of lifestyle that accompanies this intimately human transformation. You'll no doubt recognize the adaptations we implement as we navigate ourselves through this transformation. The fall chicken harvest has again been moved ahead to August, as it will have to stay into the foreseeable future in order to accomplish this task before the fall semester begins. Last year, we did get lucky in that August was not nearly as hot. We had previously set up the schedule to avoid having mature birds in the field during this time period as they do not handle the heat well. This September vs August decision is looking more and more like a dice roll, as September has had more than it's fair share of hot days too.



Some of you may have seen two reefer trucks here in the fall. The Mack had been good to us, but the insurance and licensing for heavy truck plates was expensive in proportion to our use. These expenses are minimal with a trailer. A trailer also does not have a motor, transmission and air brake system to maintain. We sold the Mack, (at a profit!), bought a smaller truck with a smaller reefer box, (the Mack was way too big) and commenced at swapping the reefer box off the truck and onto a heavy trailer. We'll sell the truck chassis this spring and come out of it all smelling like a rose.....ummmmm, almost anyway.

Those of you who came for the final pork harvest know that this switcheroo was not totally *rosy*! I had rebuilt an older existing trailer to accommodate the reefer box, replacing springs, shackles, brake assemblies, bearings, rims and tires. The axles were properly rated and appeared fine, but herein lies my error in judgment. We snapped an axle 30 miles from home at 8:00 that Saturday morning, with a full load of frozen pork aboard. I'd love to replay for you, the video etched in my mind which includes the full experience of a thunderous BAM, smoke, sparks, the sound of metal digging into the highway, a shredding tire and an oscillating ten foot high truck body- all at highway speeds. This, followed by the adrenaline-laced voice of the young guy who had been driving behind us, pulling along side exclaiming "Duuuuuude - you broke an axle". I remember thinking - "Nooooo kidding". Well, now it has new axles too.

Life is what happens, when you're making plans.

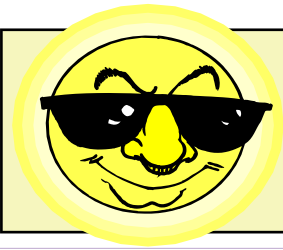
Thank you for reading!

Steve Heyer & Family

Solar Harvest Farm

*Sustainable energy - produced from **sunshine**.
Pastured livestock - raised in **sunshine**.
Nourishing food for your family - disclosed in "**sunshine**".*

Bright ideas for a bright future!
We couldn't do it without you!

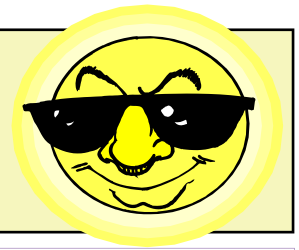


Solar Harvest Farm

262-662-5278

2010 Harvest Schedule for Pastured Meats

Keep on your refrigerator for future reference!



Pastured Chicken Certified Organic Feed **Price:** Qty: 3-9 \$3.39/lb Qty: **10-19** \$3.29/lb Qty: **20 +** \$3.19/lb

Whole chickens typically 4.5-6 lbs dressed available fresh on the dates noted below in green. Here's how to obtain:

- 1). Choose a date in which you will be available to pickup your order.
- 2). Call us to reserve your order.
- 3). Mark it on your calendar! (If you forget, we add \$0.20/lb for early/late pickup!)

New!
Volume Discount
Chicken Pricing!

Arrive on the designated date and time with ample cooler space and ice. To assure availability it is best to reserve your needs well in advance. However, because openings often occur at the last minute, feel free to call at any time. Due to folks stocking their freezers for winter, the fall dates usually fill the fastest.

Volume pricing requirements: Picked-up on time; Single payment per order. (The incentive for us = less transactions and a reduction in people who forget to come!)

Pastured Eggs Certified Organic Feed **Price:** \$4.50/dz Subscribe or call ahead. 2dz min order. Pickup Mon. thru Sat.

Pig-Happy Pork Certified Organic Feed **Price:** Half Hog \$2.99/lb Downpayment: \$100/half

Whole Hog Special \$2.59/lb*

Whole Hog
Price Reduced!

Grassfed Beef Rotationally-Grazed **Price:** Quarter Beef \$4.19/lb Downpayment: \$100/Qtr
Half/Whole Beef Special \$3.89/lb*

Pork & Beef pricing is based on hanging wt. Processing costs are extra with estimates listed on the yield page.

July beef is picked up directly at the butcher, (Hansen's in Franksville). The July beef will be 20-30% heavier than the estimates provided. (If you'd like more beef, order from the July harvest!) September beef and pork are picked up at our farm. October pork is picked up at the butcher, (Hansen's in Franksville).

***Specials:** The volume discounts are available provided that the order, downpayment and cutting instructions are under one name as well as the final payment being received at the time of pickup. Half and Whole beef offers additional savings at the butcher provided that the order is not split up into separate quarters.

Our livestock do not receive hormones, medicated feed or rendered by-products. The feed provided to the chickens and hogs is certified organic by M.O.S.A. In addition, the chickens and pigs consume respectable amounts of our organic forage. Our grassfed beeves are raised on their mother's milk and pasture for the first 7-8 months before weaning onto a winter diet of hay and mineral. (During extreme cold spells, we may supplement with molasses, oat hay or oats.) In spring, the beeves are finished on our rotationally-grazed pastures. Mineral consists of Icelantic Kelp, Redmond salt, rock mineral and microbials, all of which are certified organic. We do not use diesel fuel nor toxic insecticides for fly control. Our pastures receive fertility via direct deposit, compost or other biologically acceptable means. Electrical energy is produced on site by **Solar** and **Wind** power!

June	Sun	Mon	Tues	Wed	Thurs	Fri	Sat
	13	14	Chicken Pickup 4-6pm 15	16	Chicken Pickup 4-6pm 17	18	Chicken Pickup 1-3pm Sold Out 19
July	Sun	Mon	Tues	Wed	Thurs	Fri	Sat
	11	Beef Pickup - Hansen's Sold Out 12	Beef Pickup - Hansen's Sold Out 13	Beef Pickup - Hansen's Sold Out 14	Beef Pickup - Hansen's Sold Out 15	Beef Pickup - Hansen's Sold Out 16	Beef Pickup - Hansen's Sold Out 17
Aug	Sun	Mon	Tues	Wed	Thurs	Fri	Sat
	8	9	10	11	12	13	Chicken Pickup 1-3pm 14
	15	16	Chicken Pickup 4-6pm 17	18	Chicken Pickup 4-6pm 19	20	Chicken Pickup 1-3pm Sold Out 21
Sept	Sun	Mon	Tues	Wed	Thurs	Fri	Sat
	5	6	7	8	9	10	Beef & Pork 10-Noon At our Farm 11
	19	20	21	22	23	24	Beef & Pork 10-Noon At our Farm 25
Oct	Sun	Mon	Tues	Wed	Thurs	Fri	Sat
	3	Pork Pickup - Hansen's 4	Pork Pickup - Hansen's 5	Pork Pickup - Hansen's 6	Pork Pickup - Hansen's 7	Pork Pickup - Hansen's 8	Pork Pickup - Hansen's 9

Typical Costs for Half and Whole Pork				2010
Item	Hanging Wt x \$/lb	Meat \$	Processing \$	Total Cost Estimate
Pork - Half Hog	90 lbs x \$2.99	\$269	\$63 / \$77	\$332 / \$346
Pork - Whole Hog	180 lbs x \$2.59	\$466	\$123 / \$154	\$589 / \$620

Typical Yield From Half Hog (Double for Whole Hog.)

Cut	Lbs	Please note that these listings for both pork and beef are but one of many ways the butcher can cut your order. If you have a preference, (and Mother Nature will provide it on the carcass) feel free to discuss your needs with the butcher! Also: Ma Nature provides us with a variety of weights. If you'd like more or less than these "typical" estimates, let us know!	Take Home Weight - Half Hog >	70 lbs
Ham	16.0			
Shoulder Roast	10.7			
Ground Pork	10.2			
Chops	9.4			
Bacon	6.5			
Loin Roast	5.0			
Pork Hocks w/meat	4.2			
Spare & Baby Back Ribs	3.0			
Neck Bones w/meat	2.5			
Liver (for liversausage)	2.0			



Typical Costs for Quarter and Half Beef				2010
Item	Hanging Wt x \$/lb	Meat \$ To Farm	Processing \$ To Butcher*	Total Cost Estimate
Grassfed Beef - Quarter	120 lbs x \$4.19	\$503	\$59 / \$70	\$562 / \$573
Grassfed Beef - Half	240 lbs x \$3.89	\$934	\$114 / \$136	\$1048 / \$1070

Typical Yield From Quarter Beef (Double for half beef.)

Cut	Lbs	<p>Important Note! The listed weights are typical for the September beef harvest. July beef weights (and subsequent costs) will typically be 20-30% higher. If you prefer a greater quantity, reserve your beef from the July harvest.</p> <p>Butcher costs are presented with a low / high value which represent different butcher shops being used. The higher values are for the July beef and October pork.</p>	Take Home Weight - Qtr Beef >	90
Ground Beef	27.8			
Chuck Roast	16.7			
Sirloin Steak	7.1			
Round Steak	6.1			
Soup Bones/Misc	5.8			
Club Steak	5.5			
Rump Roast	4.6			
Sirloin Tip Roast	4.6			
T-Bone Steak	3.8			
Boneless Stew	2.8			
Liver	2.5			
Porterhouse Steak	1.6			
Round Roast	1.3			



Sticker shock? This is only due to the fact that you are buying a year's worth of meat at one time! Even if you bought the lowest quality meats from the supermarket, the equivalent cuts would cost \$700 for a half of beef, \$225 for a half of pork. We can't and don't compete with mass-produced supermarket meats in just the same way that mass-produced meats cannot compete with our quality and nutrition. However, if you were buying individual packages from the natural or organic meat case, our prices will save you money - and in almost all cases, provide you with a superior product!

*This includes the fees associated with slaughter, cutting and wrapping, as well as the smoking costs associated with ham and bacon. You will be able to have your order custom cut to your cutting instructions. You may instruct the butcher to provide additional services at your own added expense. Examples of these added services include sausage making, patties, additional slicing or smoking, deboning, cryovac etc. Double wrap is also available for a relatively small additional cost. (Cost vary slightly at different butchers.)

Please note that as in the past, the nature of making ham, bacon and some sausage involves the addition of curing agents, spices and flavorings that may or may not be to your satisfaction. For those concerned, there are several varieties of sausage available without MSG. If you are inclined, please make a point to ask the butcher the ingredients at the time you provide your cutting instructions. If you have questions you'd like answered before you place your order, please call or email us!

We have raised these animals to provide the finest and purest qualities available anywhere. Many people take their pork trimmings as pure ground pork and make their own sausage patties. It is easy and delicious and best of all, contains no additives other than spices. Penzeys offers many different sausage seasonings. Refer to www.penzeys.com for examples. If you prefer not to have your hams cured, you will receive the "fresh hams" in their pure form. These are pork roasts "to die for" in the crockpot, tender and juicy! Or simmer some with your favorite BBQ sauce, serve with rice or on a bun and the kids will love you - (even more)! Bacon is the exception. If you don't have it cured, it's called side pork which is quite different from the smoked and cured bacon. If you take the ground pork and fresh hams in their pure forms, you receive the pure meat from this farm while saving the expenses associated with smoking and sausage making, (typically sausage adds \$1.50 per pound to whatever quantity you elect).

The weights and yields used in these examples are typical. Fall beef quarters can range from 90 - 150 lbs. (July beef 140-190lbs) Pork halves can range from 70 - 130 lbs. The highs and lows are not common, but possible. Much of this depends upon the seasonal growing conditions. Let us know if you prefer more or less than the estimate. We will do our best to match the weight.

Visualizing Freezer Space Required: A typical Quarter beef or half hog is packed tightly into a box measuring 12" x 16" x 20" (about 2.5 cubic feet).

Pastured Proteins - Why Does it Matter?

Benefits for... **You!**

Essential Fatty Acids Your body can synthesize all of the fats it needs except for two. Unfortunately, the two you cannot create are critical components for proper cell communication. These two essential fatty acids can only be obtained by consuming seafood, flax or pastured proteins. These essential fats are derived from the chloroplasts of algae or grass. Because conventional meats are no longer finished on pasture, these essential fatty acids are absent - yet because this used to be our natural diet, they remain vital to our metabolism!

Nutrition Nutritionally-rich proteins begin with healthy soils. We feed the biological activity in our soils. We don't apply chemicals that will harm soil biology. In addition to the nutritionally-rich forage the livestock consume, our **pigs and chickens are fed certified organic feed**. While the grassfed cattle do not consume any of this feed, (because they are pasture fed) they are supplemented with the best naturally occurring organic minerals available. This includes Icelandic kelp, Redmond salt, rock mineral and microbials. We endure an appreciable expense above that of conventional synthetic minerals further assuring you of even greater nutritional value.

Antibiotics/Hormone Implants Not used.

Food Safety Our livestock are raised in a diverse, low density, nomadic environment effectively distributing wastes and mitigating pathogens naturally. Our beef cattle are not fed corn, therefore their rumen pH is not acidic. This acid environment, resulting from the unnatural feeding of corn to ruminates, creates favorable conditions for the proliferation of e-coli O1:H57 - the perpetrator behind the news headlines. Research reveals the absence of this harmful strain in grassfed beef. Furthermore, our pork, beef and chicken are processed in small, low volume processing facilities that process less animals in five days than conventional processors speed through in five minutes. The care provided by a small, dedicated family business in conjunction with exponentially smaller processing volumes provides even further protection from pathogen contamination.

Benefits for... **Everybody!**

Locally-raised Your support of ~~smaller, non-~~ industrialized farming recirculates income and expenses, stimulating the local economy.

Country of Origin Unlike conventional meats, not only do you know the country our meat was raised in, you also gain the peace-of-mind in knowing the exact farm and family.

Environmentally Sustainable To recognize that we are pasture-powered is synonymous with solar-powered! Our livestock harvest a respectable amount of their own feed, as compared to industrial which are fed and maintained using substantial amounts of diesel and coal. Rotational grazing also eliminates the need to use copious amounts of water as a means to flush manure. The methods associated with raising grassfed beef demonstrates an especially significant improvement over corn fed in that all of their feed is perennial. This eliminates the energy embodied in seasonal tillage, fertilization, weed & pest control and harvest. The carbon sequestration of perennial forage is also exceptional.

The Solar Harvest Farm Exclusive!

Solar and Wind Energy Produced on the Farm! Solar electric, Wind electric, Solar heat, Geothermal heat and Wind aeration - all produced on-site, providing electrical and heating needs of the farm since 1996.

Solar-Powered Grazing + Solar-Powered Energy = The Future of Farming!

Solar Harvest Farm is the place where the rubber meets the road. Where the livestock meet the pasture!

Where energy is produced out of thin air! Where hypotheticals are transformed into reality!

Certainly, there is a time and place for the *talk about issues that matter to you*.

It's only natural to start walkin' when we're all done talkin'!

Thanks to the support of people like you, "we've been able to put the **WALK** into the issues that matter to you!"



Solar Harvest Farm

Grassfed Beef
Pig-Happy Pork
Pastured Chicken
Pastured Eggs

Steve & Michelle Heyer
Richie, Sheri & Sarah
7432 Marsh Road
Waterford, WI 53185
262-662-5278

solarharvestfarm@yahoo.com

Site-Produced Energy
Rotational Grazing
Biological Soils
Locally-Produced

Established 1993

“If you’re serving 1.5 pounds of pork a week, you’re already buying a half hog a year!”

(Then why not get the good stuff from a local family farm?!)

Looking at both Price and Quality:

If you were to fill your grocery cart with all the cuts you’d typically receive from a half hog, this is what you would expect to pay at different sources:

Cheap	Price Meter	Expensive
Supermarket Pork Enhanced @ 12%	Solar Harvest Farm 90# Side of Pork - Certified Organic Feed	Natural/Organic Food Store “Natural” “Organic”
\$227*	\$332	\$400** \$485

Here are the conditions in which this pork is raised:

Lesser	Quality Meter		Greater
	Supermarket Pork	“Natural” Pork	Solar Harvest Pork
Raised Outdoors	No	Not Required	Yes
Small Herd	No	Unlikely	Yes
Monoculture	Yes	Likely	No
Raised above manure storage pit.	Yes	Possibly	No
Medicated Feed	Yes	Likely, unless labeled**	No
Animal by-products in feed.	Yes	Likely, unless labeled**	No
Sodium /Phosphate injected adding up to 20% to weight.	Yes (As labeled)	No	No
Space to run, root, wallow and act like a pig.	No	Not Required	Yes
Certified organic feed.	No	No	Yes
Feed grown w/pesticides, herbicides and genetically-modified seeds.	Yes	Yes	No

*Enhanced pork is common in supermarkets. The pork is “enhanced” by injecting 10-20% water, salt & phosphates into the meat. (For every 10lbs of product, the consumer pays for and receives 1-2 lbs of this solution in lieu of pork.)

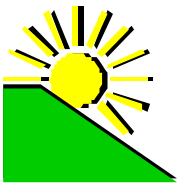
**Per USDA/FSIS labeling regulations, meat may be labeled as “natural” if it contains no artificial ingredients or added color and is only minimally processed. FSIS allows the use of antibiotics for meats labeled as “natural”. The regulations associated with the use of the word “natural” pertain to the meat itself while exhibiting no explicit regulations regarding the animal’s feed or grower’s husbandry practices. (These claims must be labeled separately.) Hence, pork labeled as “natural” can legally be derived from conventionally-raised hogs, (ie...confined on slatted floors above liquid manure storage, feed derived from chemically-treated soils, prophylactic antibiotics, blood plasma and/or other rendered animal by-products).

There is no fine print required for our locally-raised product.

For a middle-of-the-road price, your family will receive meat of the highest quality!

Need less? Smaller 75# halves are often available for less \$!

Need more? Save 40 cents/lb on Whole Hog pricing!



Solar Harvest Farm's **Top 10 Reasons to...**



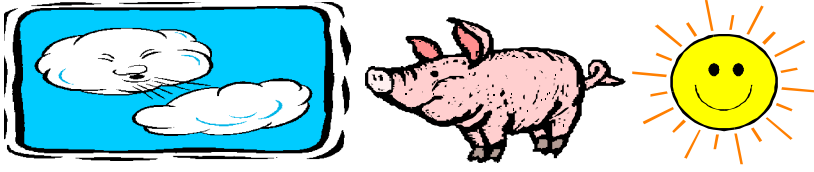

Why Some Folks Haven't Tried a Side of Pork (Along with darn good reasons to reconsider!)

- #10** **“I won't know what to do with all the different cuts of meat”.**
2 simple solutions: **1).** Place any cut of pork in a slow cooker with a little water, turn it on in the morning and walk away. By supertime the meat will fall off the bone. Serve formal or drain and simmer in barbecue sauce! Fast, easy & delicious. Or... **2).** Simply tell the butcher to trim the meat off the bone and use it for ground pork or the sausage of your choice - Brats, Italian, Breakfast sausage - whatever tickles your taste buds!
- #9** **“I don't know anything about providing the butcher with cutting instructions”!**
You don't have to! The butcher will guide you through this. The primary goal of cutting instructions is simply to provide you with packages of meat that match your family's needs. If you already know how big you like your roasts and how many chops or steaks per meal, you're already armed with the info the butcher will need!
- #8** **“I don't have the freezer space”.**
Once a side of pork has been cut and wrapped, you'll only need about 2.5 cu.ft. of space. (Visualize three big paper grocery bags filled to capacity.) Granted, if your only freezer is the small one above your refrigerator, you won't have enough room for all of this. However, even the smallest chest freezers will accommodate as well as being very economical to run. Maybe you know someone you could split it with? We also typically have smaller halves – just ask!
- #7** **“I'm afraid it won't keep long in my freezer”.**
A freezer kept at the standard of zero degrees will allow your pork to be enjoyed with all it's quality for a full year.
- #6** **“I don't eat pork because some authors write that it is *unclean*”.**
Until only the last century, pigs were commonly allowed to roam free. Pigs being omnivorous, would feed on plants, seeds, roots, garbage and other animals - often as carrion, before they were rounded up for butcher. It was in fact the animal husbandry of those days that created these conditions. The pork from Solar Harvest Farm is derived from animal husbandry practices that allow the pigs to consume only our forage and certified organic feed. Our pigs do not eat carrion, nor is there any animal by-products in their feed. Pork raised in this manner is indeed clean and pure. Many authors are unaware of clean husbandry practices such as ours.
- #5** **“I'm too busy to bother with this sort of thing”.**
Too busy for these 3 steps? 1-Order; 2-Talk to the butcher; 3-Pick up your order and place in your freezer. (From then on, you won't have to spend time picking out meat at the grocery store!)
- #4** **“I already buy natural pork from the local natural foods store and am happy with this”.**
If you filled your cart at the natural foods store with all the cuts you'll receive from a side of pork, your checkout total would be 150% to 180% higher than buying directly from our farm. (Bonus: our pigs eat forage & certified organic feed!)
- #3** **“I currently buy conventional supermarket pork and find it to be delicious so why should I change”?**
The pork industry is selling “enhanced” pork - recirculating brine solutions of water, sodium and phosphates that are injected into their pork adding up to 20% more weight to the meat. This enhances the taste while adding moisture. At our farm, we have a different philosophy. We don't think anyone should pay “meat prices” for brining fluids injected into meat. Most importantly, these “enhancements” are not needed when pork is raised in a sustainable manner. For those who might still opt to brine or marinade at home, certainly your recipe will include ingredients that are healthier than sodium and phosphates as well as costing a fraction of the price.
- #2** **“We won't consume a side of pork in a year”.**
→ If you're currently serving 1-1/2 pounds of pork a week, you're already consuming a side of pork in a year!
- #1** **“We can't afford it”.**
Equivalent cuts at the grocery store would cost about \$227, of which 12% is paid for the injected brine water. Equivalent cuts at the health food store would cost over \$500, most of which is labeled as “natural”, rarely organic. At \$332 for the same cuts, we're “above the below and below the upper”, yet the qualities of our pork exceeds all! Certified organic feed, no brine injections, no rendered by-products and lots of greens, sunshine and fresh air for the pigs.
With all these qualities at less than middle of the road prices, you can't afford to pass this up!

EXTRA! EXTRA!

SOLAR HARVEST FARM HAS "PIG-HAPPY PORK" AVAILABLE!

Read from left to right and compare for yourself!

Conventional Supermarket Pork	"Pig-Happy Pork" From Solar Harvest Farm 262-662-5278
Raised: Inside a confinement building. High density.	Raised: Outdoors. Very low density.
Economics: Corporate contract. Non-sustainable margins. Subsidized.	Economics: Independent Family Farm. Sustainable margins. No subsidies.
Method of Confinement: Very small indoor pen.	Method of Confinement: Outdoor field fencing.
Percentage of lifetime spent on concrete: 100%	Percentage of lifetime spent on concrete: 0%.
Manure Management: Pigs are forced to eat and sleep on slotted concrete floors directly above the manure pit for hundreds and even thousands of pigs. Manure builds-up in the dark and wet pit making conditions favorable for pathogens. Extremes of nature or human error lead to fish kills, non-point pollution and aquifer contamination.	Manure Management: Pigs live on bedding pack and outdoor paddock. Given this choice, pigs will not foul the area in which they eat and sleep. Manure is dispersed amongst wood chips and soil and is readily dried by the sun. Proper carbon and nitrogen ratios in concert with low volume eliminate potential for disasters.
Odor: Severe enough to create health concerns, litigation and legislation.	Odor: Generally undetectable. If passers-by couldn't see pigs, they wouldn't know the farm raised pigs.
Lighting & Ventilation: Artificial. Fossil-fuel dependent. Some producers keep pigs in total darkness to minimize tail-biting and other stress-induced behavior.	Lighting & Ventilation: Natural sunlight. No fossil-fuel required.
Ability to act pig-like: None, due to strict confinement on concrete in dark building.	Ability to act pig-like: Pigs can root, roll, run, rub, scratch and wallow.
Antibiotics: Antibiotics administered in feed from birth to slaughter.	Antibiotics: None.
Diet: (As listed on typical feedbag) Antibiotics, grain products, plant protein products, processed grain by-products, animal protein products, animal fat preserved with ethoxyquin, dicalcium phosphate, sucrose, salt, calcium carbonate, animal plasma, choline chloride, copper sulfate, chromium tripicolinate, ferrous sulfate, artificial flavoring, dried yucca shidigera extract, calcium pantothenate, menadione dimethylpyrimidinol, bisulfite (source of vitamin K), L-carnitine, biotin, DL-methionine, vitamin E supplement, vitamin A, supplement, propionic acid (a preservative), acetic acid (a preservative), sorbic acid (a preservative), benzoic acid (a preservative), mono- and di-esters of 1,2 propanediol, ferrous carbonate, hydrated ammonium phosphate, zinc amino acid complex, manganous oxide propyl benzoate, manganese amino acid complex, vitamin D-3 supplement, propyl acetate, copper amino acid complex, calcium iodate, BHA, cobalt glucoheptonate, magnesium oxide, sodium selenite.	Diet: Certified Organic grains, forage, fresh air, sunshine. 
Source of animal protein by-products fed to pigs: Derived from slaughter house wastes from beef, hog, sheep and poultry packing plants. Some examples include rendered offal, hooves, bones, feathers, blood, etc. No distinction made between animal species leading to the probability that cannibalism is introduced into the feeding program.	Source of animal protein by-products: 
Shipping for slaughter: Often transported to transfer stations where held overnight in extremely crowded and dirty conditions. Transport to large corporate packing plant is often hundreds of miles. High stress.	Shipping for slaughter: Transported directly from our farm to small, family owned meat service. Never mixed with animals from other farms. Lower stress.
Slaughter: Thousands of hogs slaughtered continuously on high speed automated line every day. Tasks are specialized, repetitive and dangerous leading to high turnover.	Slaughter: Family-owned meat service processes 30 hogs once a week utilizing skilled employees.
Enhanced Pork: Processors "enhance" pork products by injecting solutions of sodium tripolyphosphate and water. Some packers inject pork to gain up to 20% in weight. Processors claim these solutions create tender meat and are preferred by consumers. Regardless, consumers pay by the pound for pork containing up to 20% water and sodium tripolyphosphate.	Enhanced Pork: Your pork will not be injected with water, sodium tripolyphosphate or anything else. Your pork will be tender and flavorful not because of water and chemicals, but because the animal's diet and environment were superior in every regard.
You Pay For: Pork, water, chemical solution.	You Pay For: Pork.
Society Pays For: Government subsidies; environmental damage; cultural degradation; fossil-fuel dependence; livestock siting litigation; Healthcare concerns.	Society Pays For: Nothing. When we raise pigs in a sustainable paradigm, our end products are pork and compost. You get the former. Our fields get the latter. "Pork is Pork"??? There is a big difference! Your taste buds will confirm this!