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FOR IMMEDIATE RELEASE

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Cal Poly Students Selling Gourmet Natural Beef

SAN LUIS OBISPO -- Cal Poly students are offering a gourmet treat: all natural grass-fed and grain-fed beef.

The Swanton Pacific Ranch Natural Beef Project and Cal Poly Meats are selling grass- and grain-fed beef. For \$165 (\$5.50 per pound), buyers will receive a 30-lb., pre-packaged box of all-natural beef cuts. The boxed assortments include a variety of high-value cuts as well as ground beef in bulk, ground beef patties, and roasts. Buyers will be able to pick up their boxed assortment at Cal Poly from June 2-4.

All cuts are USDA-inspected. Cal Poly Swanton Natural Beef has been minimally processed and beef cattle were never given growth-promoting hormones or antibiotics. Students participating in the project work throughout the year raising a herd of Black Angus-based cattle fed only grass and grains, pastured in rolling hills between the sea and the redwood forests on the university's Swanton Pacific Ranch in the mountains just north of Santa Cruz.

Cattle slated for grass fed beef remain at the ranch; grain-fed beef cattle are finished on a diet of natural corn, explained Animal Science Professor Jon Beckett. Beckett and Animal Science Professor Robert Delmore are faculty advisors to the students in the Swanton Pacific Natural Beef Project, one of Cal Poly's enterprise projects. The Cal Poly Foundation provides any needed "seed money" for food and supplies in enterprise projects, and students provide their time and labor, including marketing and sales. Students receive a portion of the profits remaining after repaying the seed money.

The Swanton Pacific Natural Beef Project gives students experience in ranch management and the cattle business as well as "hands-on" learning in ranching and agribusiness, Beckett said.

Participating students are currently taking beef orders. Supplies are limited but still available. Orders can also be placed by calling (805) 756-2114. Find out more about the Swanton Pacific Ranch Natural Beef Project on-line at <http://www.spranch.org/naturalbeef/>.

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