

# Partner Newsletter

*Consumers of Petite Beef by Headwater Farms: Partners in the process of change.*

## ***Thank you for Buying Petite Beef ! Sales Exceed Expectations***

**R**esponse has exceeded expectations for the first year. Over 60 individuals and families have chosen to support the Petite Beef by Headwater Farms (HFPB) concept **and become partners in the process of change.** In doing so, they demonstrated to the participating farmers that this is a viable concept and product. **Thank you!**

### **New Shipping Option Great for Holiday Gifts!**

Due to requests from customers we are now able to ship Petite Beef to you or your friends and family. Shipping prices are listed on the enclosed order form. Think about making Petite Beef your primary Holiday Gift and keeping our rivers clean. Packages start at 15 lbs. and go up to a whole beef.

### **Current Customers May Add to Their Order**

Demand for Petite Beef has been so overwhelming that the farmers have decided to stop taking additional orders except from current customers. However after

the farmers have had a chance to catch their breath, more cattle will be ready between January and March for sale to new customers. Watch for our brochures!

### **Beef Pick Up Dates to Begin in November**

While not yet set in stone, we expect Petite Beef by Headwater Farms to be available for pickup beginning in the middle of November. A notice will be sent to you soon indicating the earliest date to pick up your order. **Two “Pick-Up” Saturdays in December will also include cooking demonstrations by “Chef Harv” at Gourmet Central. This will be a lot of fun — Harv is a great showman!**

### **Farmers Form L.L.C.**

The Headwater Farms Limited Liability Corporation (LLC) was established this fall. This allowed the farmers to open a bank account, purchase equipment and apply for a Petite Beef by Headwater Farms label to legally establish the standards for producing this product. USDA officially accepted the HFPB label on October 13.

### ***Remember, Petite Beef by Headwater Farms is unique because it:***

- \* Is locally produced on family farms and sold directly to you, with proceeds going directly to the farmers,*
- \* Is raised without adding antibiotics or hormones, and*
- \* Is raised on pasture, naturally lean, and produced in an environmentally friendly manner.*

***Petite Beef  
by Headwater Farms  
Project Partners***

***Founding Members of  
The Headwater Farms, L.L.C.***

***P.O. Box 198***

***Romney, WV 26757***

***John Arnold III***

*(The Arnold Farm)*

***Charles Bonar & Sam Hannah***

*(Fort Hill Farm)*

***Sue & Bob Cheves***

*(Swinging Bridge Farm)*

***John & Kelley Hicks***

*(Seven Mile Hickory Farm)*

***Garrett & Michelle Kuykendall Jr.***

*(Riverview Farm)*

***Roy & Jeanne Milleson***

*(Milleson's Stock Farm)*

***Tom & Christy Stump***

*(Chimney Hill Farm)*

***Bob & Myrna Woodson***

*(The Woodson Farm)*

***Cacapon Institute***

*Route 1 Box 326*

*High View, WV 26808*

*(304) 856-1385*

***WV University Extension Service***

*PO Box 1880*

*Romney, WV 26757*

*(304) 822-5013*

***Gourmet Central***

*PO Box 984*

*Romney, WV 26757*

*(304) 822-6047*

***Hampshire County  
Development Authority***

*91 S. High St.*

*Romney, WV 26757*

***U.S.D.A.- Natural Resources  
Conservation Service***

*500 E. Main St.*

*Romney, WV 26757*

*(304) 822-5902*

## **Petite Beef Introduced at Governor's "Buy-WV" Event**

Petite Beef was on stage at the September 22 "Buy West Virginia" event in Moorefield, WV. Farmers and Cacapon Institute staff presented a display on Petite Beef by Headwater Farms complete with tasty Petite Beef meatballs. Governor Cecil Underwood as well as a Who's Who in Hardy, Hampshire and other Eastern counties attended the event. The meatballs were specially prepared by Gourmet Central with help from CI staff member Robin Maille. This event provided excellent community exposure and gave the Headwater farmers a chance to get their "feet wet" in promoting this product.

## **Farmers Purchase Equipment**

The Headwater Farms, LLC recently purchased a \$4,000 vacuum packer to insure the best storage available for your product. Vacuum packing prevents freezer burn, increases shelf life, and provides a professional looking product. The Headwater farmers also spent nearly \$2,000 to upgrade a USDA inspected deep-freezer to store the packaged meat before delivery/shipping to buyers. The freezer will be maintained at Gourmet Central, our current distribution center.

## **Pool cattle sell for high prices**

Once again, the Hampshire County Feeder Calf Association has achieved recognition for producing among the highest quality cattle in the state. This group, producers of HFPB, recently sold over 300 calves to buyers in WV and IA through a regional telephone auction for the highest price that day. Their commitment to healthy cattle, superior genetics and their ability to pool together for sales to assure a uniform size animal has gained them a statewide reputation. Their management is also key to producing HFPB, as healthy cattle with superior genetics are necessary to achieve the early weight gains

**A Note from Cacapon Institute.** It is increasingly clear that the HFPB concept is an idea whose time has come. From its origins in the mid 1990's as the WVU Extension cattle pool concept and Cacapon Institute's "Riparian-friendly Beef", the melding of these two programs created a concept destined for success. We are proud to be a partner in this important program.

## Farmers Attend Land O'Lakes Marketing Workshop

**F**armers involved in the HFPB project as well as Cacapon Institute staff and WVU Extension attended a two-day "Branding Your Beliefs" marketing seminar in August located in Romney, WV. Peter Reese, a consultant to Land O'Lakes, provided guidance on niche marketing, establishing a profitable farm enterprise, management options and defining the label. This seminar was underwritten by Land O'Lakes using a USDA Rural Development grant.

## Recipe Book Nearly Done

Chef Harvey Christie of Gourmet Central and Chef J. Warren have created more than fifteen recipes especially for Petite Beef. Ranging from roast Petite Beef eye of round with shallot sauce to Petite Beef filling for fresh pasta our two chefs have created unique recipes to enhance your culinary experience with this delicately flavored beef. The recipe book will also introduce you to the participating farmers. CI's Robin Maille has been busy conducting a farm photo-tour to enrich the cookbook.

## Farmers Recognized by Watershed Network

The WV Watershed Network will recognize Headwater Farmers for their progressive approach to farming at Watershed Celebration Day on November 4.

## Taste Testing a Culinary Delight

**"I**t's a genuine community project with ecological impact... Good farm management makes a good beef product....I am happy for the chance to purchase beef locally-hence having knowledge of the chain of production...I like the goals and accepting responsibility for long-term effects of what we consume and produce... Low-fat, hormone-free, humanely raised, tender beef should be a highly desirable product in a number of areas in the US." These were some comments made by over 100 people who attended the Petite Beef taste testing event held at Yellow Spring WV's Ruritan facility.

Participants included community members, farm families and friends, members of Cacapon Institute, and WVU Extension. Chef Harvey Christy presented the crowd with a variety of Petite Beef dishes including "rowboat round", meatballs, and a beef and vegetable stir fry. Bob Cheves (WVU Extension) and Neil Gillies (CI) served as MCs for the event. Jan Gillies sang and played guitar during the mixer part of the tasting. The farm wives graciously assisted Chef Harv with preparation, serving and clean up for the event. Flower arrangements for the tables were provided by Michelle Kuykendall and her Aunt Virginia

### What's in a Name?

Our name has changed a bit. We are now Petite Beef by Headwater Farms. Headwater Farms will be an umbrella label for other "sustainable" farm products in the future.

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*Remember, as consumers of HFPB you are also a partner in the process of change this project is all about. We need your feedback.*

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## Beef to be Processed in USDA Inspected Facility!

**E**merick's processing plant, a USDA inspected facility, is the newest partner in the HFPB project. USDA inspection allows us to expand our marketing through interstate shipping and allows for commercial sale. The first two head of Petite Beef cattle were taken to Emerick's for processing on October 25th. Headwater Farmer John Hicks is working with beef experts from WVU Animal Sciences program, Gourmet Central, and Emerick's staff to determine the best cuts of beef for these smaller animals. Our goal is to ensure our customers receive a consistent product that takes full advantage of the special characteristics of Petite cattle.

*For updates on the Petite Beef Project visit [www.cacaponinstitute.org](http://www.cacaponinstitute.org)*

### Certification Protocol Meeting Held

Thanks to the strong initial customer response to the Petite Beef by Headwater Farms concept, participating farmers realize that moving ahead aggressively on farm management protocols is a good business decision. As a result, participating farmers, Cacapon Institute and farm management experts from the USDA-Natural Resources Conservation Service, WV Department of Agriculture and WVU Extension met in September to begin the process of developing farm management protocols for Headwater Farms Products! The protocols will lead to a certification of farm management practices for participating farmers. Some specific protocols under discussion include rotational grazing practices, supplementary feeding and streamside fencing.

Always in mind are these guiding principles: sustaining local family farms; decent farming wages; producing farm management plans designed to protect water quality but that remain flexible enough to work in the context of specific farm needs.