



TEXAS LONGHORN COOPERATIVE
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The TEXAS LONGHORN COOPERATIVE (TLC) was established on April 13, 2007 by Longhorn Breeders as a Texas Department of Agriculture Licensed Cooperative that is a member-owned and operated not-for-profit organization for the processing and marketing of USDA Inspected, Natural Grass Fed Texas Longhorn Beef. The Mission of this Cooperative is "To provide quality low fat, hormone free, grass fed longhorn beef raised by independent producers".

The primary purpose of the TLC is to provide a resource by which independent Longhorn producers can supply Longhorns for processing while realizing significantly higher prices per pound for their product than they would receive at local Sale Barns. The TLC functions as the link between the producer and the retail customer via providing packaged cuts of beef direct to the supermarket and other retail outlets, thereby eliminating the "middleman" from the rancher to consumer chain.

A USDA Approved "100% Natural Grass Fed Beef" Label has been issued. Also, additional USDA Approved Labels for "Grain Fed Longhorn Beef" and "Sausage" are expected to be issued in early 2008. These additional labels will further expand the marketing opportunities for Texas Longhorn Breeders.

The TLC was conceived by Longhorn Breeders. This program will work for both small and large producers. The USDA Inspected processing facility is in Malone, Texas. They handle the processing and packaging of the producer's beef. Each producer is assigned a number to each processed package, assuring that wholesale and retail sales of that producer's beef is paid only to that producer. Packaged cuts are not commingled with those of other producers, with the exception of sausages.

Longhorn Breeders already know about the "low fat and low cholesterol" benefits of Texas Longhorn Beef. One of the goals is to advertise and market Longhorn Beef to people who are seeking a health-conscious, lean diet. Along with the usual cuts of beef, this beef can be supplied in sausages, hamburger, chili meat, and other forms to round out the consumer's selection. Frozen beef products can also be sold over the TLC internet website via special shipping containers. This will significantly expand the marketability of Texas Longhorn Beef.

Where Are We Going?

We are in negotiation with Central Market to carry a complete line of Longhorn Beef in eight stores beginning March of 2009. We also have contacts to sell hides, horns, and skulls to businesses as close as Oklahoma and as far away as New Zealand.

What Are The USDA, FSIS, and TLC Requirements for "Natural Grass Fed Beef"?

- 100% Grass Fed from weaning until processing. No Grain, Grain By-Products, Urea or Animal By-Products.*

- Cattle raised totally as free roaming on pastures their entire life.*
- *Cattle born prior to November 15, 2007 are grandfathered but must follow the new grass fed guidelines effective that date.
- Cattle have not been fed or injected with any hormones or steroids.
- Cattle have never been confined to a feed lot.
- Cattle have not been fed or injected with any antibiotics within 6 months prior to processing.
- Cattle subject to testing at processing. If carcass fails testing, it will be returned to the owner at owner's expense.

What Are The Requirements for TLC Membership?

- Annual Membership Dues of \$100.
- Cattle must be registered with an Association to Verify breed & lineage. If an animal is not registered, the Longhorn must be a minimum of 7/8 Longhorn breed (Affidavit Required).
- The member's ranch will be inspected by a TLC representative to verify the Longhorns' condition, adequacy of free-range pasture, and other requirements.
- Completion and signing of a Member Affidavit to Verify Producer's Natural Grass Fed Beef Program.
- Ranches are subject to spot inspections by USDA and FSIS Inspectors and an audit of purchases of feeding ingredients, animals, and pastures at any time.

What Are the Costs Involved in The Processing?

- Euthanization Fee
- Hide & Head Processing Fee (Optional)
- Bone Out or Sliced Meat Fee (Includes Packaging Cost)
- TLC Process Fee
- TLC Commission

Are There Other Benefits or Payments for the Producer?

Yes. Selected hides and horns can be sold through the Coop. There will, of course, be processing charges for hides and head (or) horn mounts which will be charged against the producer's sale of these finished items if they choose to keep these items.

In the Final Analysis:

Longhorn producers have been consistently low-balled at local sale barns for their live animals sold at auction due to "Breed, Hide, and Horn" issues. The TLC offers a profitable and viable option for producers to market their Longhorn Cattle as "Beef" direct to the retail consumer without being discounted by the middleman taking all of the beef producers' profits. The TLC program provides the producer with "Dollars Per Pound" of packaged weight as opposed to "Cents Per Pound" received on live weight at Sale Barns. It is also an important tool for producers use in marketing their non-breeding quality offspring as well as those adult Longhorns that have served their useful purpose in the rancher's program.

After all the processing fees and commissions have been paid, the producer can average up to three times the amount expected from sale barn prices. This is based on the cattle that have been processed to date. Voluntary sales of hides and horns can further add to the producer's income. The TLC program is a tremendous opportunity to profit by the Longhorn Producer.

For further information and membership forms contact George Slayton At **903-326-4069** or visit us at www.txlonghorncoop.org where you may also print out forms.