

**Best Beef Ever** is how **California Lowlines**, run by John and Nadine de Bruin, describe and market their beef. They live in a unique area of California where the weather is mild all year round and ideally suited for the Lowline breed of cattle. The breed, due to its smaller size and ability to finish well on grass, was just what John and Nadine were looking for when searching out the various types of cattle that could inhabit their small 168 acre ranch. What sets their ranch apart is the abundance of water and a fairly long growing season.

They raise seedstock for local California Ranchers interested in “downsizing” their herd or looking for a smaller breed for their smaller acreages as well as beef.

John and Nadine found early on that crossing Lowlines with their commercial cows gave them just the right size steer for their market. They focus on raising all-natural grassfed beef for the local Santa Barbara Community. They have found many health conscious customers seeking an alternative to the grainfed beef that is promoted by food giants such as Cargill and JBL. These environmentally conscious customers really want to see their cattle raised on green pastures, where the impact to the environment is positive and sustainable i.e. everything is recycled.

Their steers, weighing around 450kg, are slaughtered at a local abattoir approximately 1.5 hours from their ranch. This facility is inspected by the US Department of Agriculture, with a USDA inspector checking each carcass slaughtered in the facility to insure it is safe for US consumers. These Lowline steers typically yield a 270kg carcass and around 180kgs of cut and wrapped meat ready for sale. All the meat is vacuum packed in 1-2kg packages and frozen for the convenience of their customers.

John and Nadine have a web site, [BestBeefEver.com](http://BestBeefEver.com), where they advertise their beef and tell their story. The site contains the benefits of Grassfed Beef as compared to Grainfed, pricing and ways to obtain their beef. They sell their beef out of their house as well as at 5 different farmer’s markets. Their next major initiative is develop an on-line store as part of their Internet site that allows people to order directly from the web site and have it delivered using standard commercial methods.