



HALTORRE
Premium Beef Cattle

A NEW KIND OF FOOD CLUB

Good things happen when great food and interesting, passionate people come together.

Haltorre Farms is building a one-of-a-kind community around exceptional farm-to-table food and networking opportunities.

Our members are part of an exclusive club that values sustainable and ethically-produced food, supporting local producers, and connecting with people from diverse professional, business, and creative backgrounds.

As the club gets started, our members receive:

- Made-to-order boxes* of premium, grass- and natural supplement-fed beef in their favorite custom cuts
- Inspired, easy-to-make recipes
- To-the-door delivery
- A regular club newsletter

** During our initial pilot phase (2020-2021), members will simply pay for their order (based on per pound pricing for each type of cut). In future phases, an annual membership fee will be applied to support a broader range of member benefits.*

Haltorre Farms

Cherry Valley, Prince Edward Island

HALTORREFARMS.COM | 902.316.1881

HOW IT WORKS

1

LET'S TALK!

Call Garth at 902-316-1881 to get acquainted and sign up.

2

PLACE YOUR CUSTOM ORDER

Select your favorite cuts (or try some new ones!) and place your order at www.haltorrefarms.com

3

PAY

Pay for your order by e-transfer, cash, or cheque.

4

TO-YOUR-DOOR DELIVERY

Arrange the time and place to receive your order.

BUT WE'RE JUST GETTING STARTED

As our community grows, so too will the benefits and rewards to our members. As part of an annual club membership, members will enjoy:

- Members-only business mixers, annual club BBQs, and Farm Day events
- Private social media channels
- An expanded inventory of fresh, local, sustainably-produced foods (e.g., lamb, potatoes, oysters, vegetables, berries, etc.)
- A copy of *Weber's New American Barbeque* recipe book (\$40 retail value)
- Exclusive merchandise
- Member discounts on purchases from Bantry Bay Merchantile



OUR PHILOSOPHY

Haltorre Farms is committed to an ethical, animal-focused approach to beef production. Working with a select network of local family-owned farms, our small-scale operation allows us to give every animal individual attention to ensure precision nutrition and health monitoring from birth.

We believe this is not only a more compassionate way to raise animals, but also responds to our growing need as consumers to understand how and where our food is produced. Moreover, it supports independent Island farmers and provides our members with a second-to-none product that they can feel good about.

OUR ANIMALS

Our small network of farms raises some of the world's top beef cattle breeds, including Charolais, Simmental, Angus, and Hereford, to produce exceptionally flavourful, tender meat.

Our registered, purebred animals are naturally raised and grass fed on high quality pastures surrounding Pownal Bay. Their diets are supplemented with an organic grain-corn mix and an Island-produced kelp meal, which enhances their digestion and immune systems. Raised in small herds in a stress-free environment, our animals' well-being is at the core of all we do!

OUR BEEF

We take tremendous pride in producing a premium product that members will appreciate and savour.

- Demand-based processing
- Aged to peak flavour and tenderness
- Custom cuts by a local provincially-certified butcher
- Minimal, vacuum-sealed packaging for freshness