



RED DEVON USA MEAT RESEARCH INITIATIVE

PROVE IT. PRICE IT. PROFIT FROM IT.

Unlocking the Science Behind Red Devon's Superior
Beef


THIS IS YOUR MOMENT


You already know your beef is different. Now it's time to prove it—with data that sells.


Red Devon USA is launching a high-impact research initiative to scientifically validate what sets our breed apart in **flavor, nutrition, and value.**


 **This is your opportunity to be part of the data that defines the future of premium beef.**

WHY YOU CAN'T AFFORD TO MISS THIS

 **Establish the Red Devon Advantage**
Help create verified breed standards that position Red Devon at the top of the grass-fed market.

 **Turn Your Quality Into Higher Prices**
Consumers pay more for what they can trust. Scientific proof = stronger branding + premium pricing power.

 **Separate Yourself From Commodity Beef**
Stand out in a crowded market with real, measurable differentiation.

 **Elite Research Leadership**
Led by **Dr. Stephan Van Vliet** at **Utah State University**—a nationally recognized expert in nutrient density and human health.

WHAT YOUR SAMPLE UNLOCKS

Tier 2: Animal Foods Enhanced Testing

This is not basic testing—this is premium, market-ready science:

40+ Phytonutrients (flavor-driving antioxidants)

- **Full B-Vitamin Profile** (energy & metabolism)
- **Omega Fatty Acids** + Vitamins **A, D, E, K**
- **Minerals** + **Heavy Metal Screening**
- **Professional Nutrition Label** for marketing use



UtahState
University


 **You walk away with data you can actually sell with.**

LIMITED-TIME GROUP PRICING

Standard Investment

\$800 per sample

Group Advantage

 Pricing depends on group participation—your commitment helps unlock savings for everyone. If we get more than 6 samples each sample will be reduced to \$600.

WHAT YOU GAIN

- Benchmark your beef against industry standards
- Receive expert interpretation of your results
- Gain credible, science-backed marketing assets
- Strengthen the entire Red Devon brand

BE PART OF SOMETHING BIGGER

This isn't just a test. It's a movement to prove Red Devon delivers the **"Extra Value"** consumers are searching for.

How to Participate

To take part in the Red Devon USA Meat Research Initiative, please follow these steps:

1. **Ship a Sample:** Send 3, 1-pound ground beef samples of 85 % Lean 15 % Fat (it is encouraged to be from 3 different animals) to O'Neil's Quality Foods, 10929 Route 322, Shippenville, PA 16254. Please address it to the attention of **A.J. O'Neil**.
2. **Submit the Form:** Complete and include the required submission form with your sample.
3. **Payment:** Once notified of the total costs please send a check to Red Devon USA.
4. **Reserve Your Spot:** Contact A.J. O'Neil by phone to let him know your sample is on the way. He will provide the total amount and confirm your participation.

A.J. O'Neil

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