



February 16, 2010

On a typical day, spring thru fall, we rise early and move our hens to a fresh area of certified organic pasture which they consume with great enthusiasm. This vitamin rich forage, supplemented with a balanced mix of organic grains and minerals, creates a nutritious egg rich in vitamins, minerals and omega-3 fatty acids.

During the colder months, the pasture shelters are covered with an insulating blanket and attached to passive solar hoop buildings providing warmth and abundant light. As the winter housing is cleaned, the straw and droppings blend to create an excellent compost that is used for maintaining a healthy and fertile soil.

We enjoy our birds and are committed to caring for them in a humane manner while producing a high quality egg delivered fresh to you. We hope that you will see and taste the difference a little grass and sunshine can make.

A Brief History and Progress Notes

In 2006, we kept a few laying hens in a portable pasture shelter. Our oldest son, Calen, sold eggs to neighbors and friends while Dad enjoyed the time together driving the delivery route. It was a good way for our kids to learn the principles of both producing food and running a small business. We also became convinced that the quality of eggs produced on pasture is unsurpassed. Many of our customers were kind enough to mention this as well.

In the summer of 2008, after two years of experimentation, refining designs and, not to mention, some intense family discussion, we began constructing the facilities for a much larger flock of pastured laying hens. The project has progressed in typical fashion for new ventures, taking twice as long and costing twice as much as we had hoped. However, as the winter of 2009 approaches, we have several major components completed, including three passive solar hoop style buildings for winter shelter, a larger egg packing area and the acquisition of a delivery vehicle. Next on the list is to finish a new set of improved portable pasture shelters. This work will continue through the winter in order to have everything ready for pasturing next spring.

During this expansion process, we remain grateful to all who have offered encouragement and supported us through purchasing our eggs. Although we were unable to pasture the flock in typical fashion this summer, the hens continued to do their job. We were pleased to have the eggs win a taste test conducted by the chef of La Brioche True Food Restaurant of Madison. They also received the AA standard for highest interior egg quality by the USDA inspector. We

will continue to work hard to bring high quality organic eggs to you and we look forward to getting the birds back into the field early in the spring of 2010.

Committed to Working Towards Sustainability

No synthetic pesticide or fertilizer

Organic, non-medicated feed

Pastured to reduce grain use

Passive solar winter housing

Chemical-free egg cleaning process

Packaged in 100% recycled paper cartons or reusable flats

Transported in reusable crates

Steve Albert ----- "Pasture Patterns Eggs"

Prairie Bluff Farm

Steve and Beth Albert

1762 S. Sharpe's Corner Rd.

Mt. Horeb, WI 53572

608-832-6394

www.prairieblufffarm.com