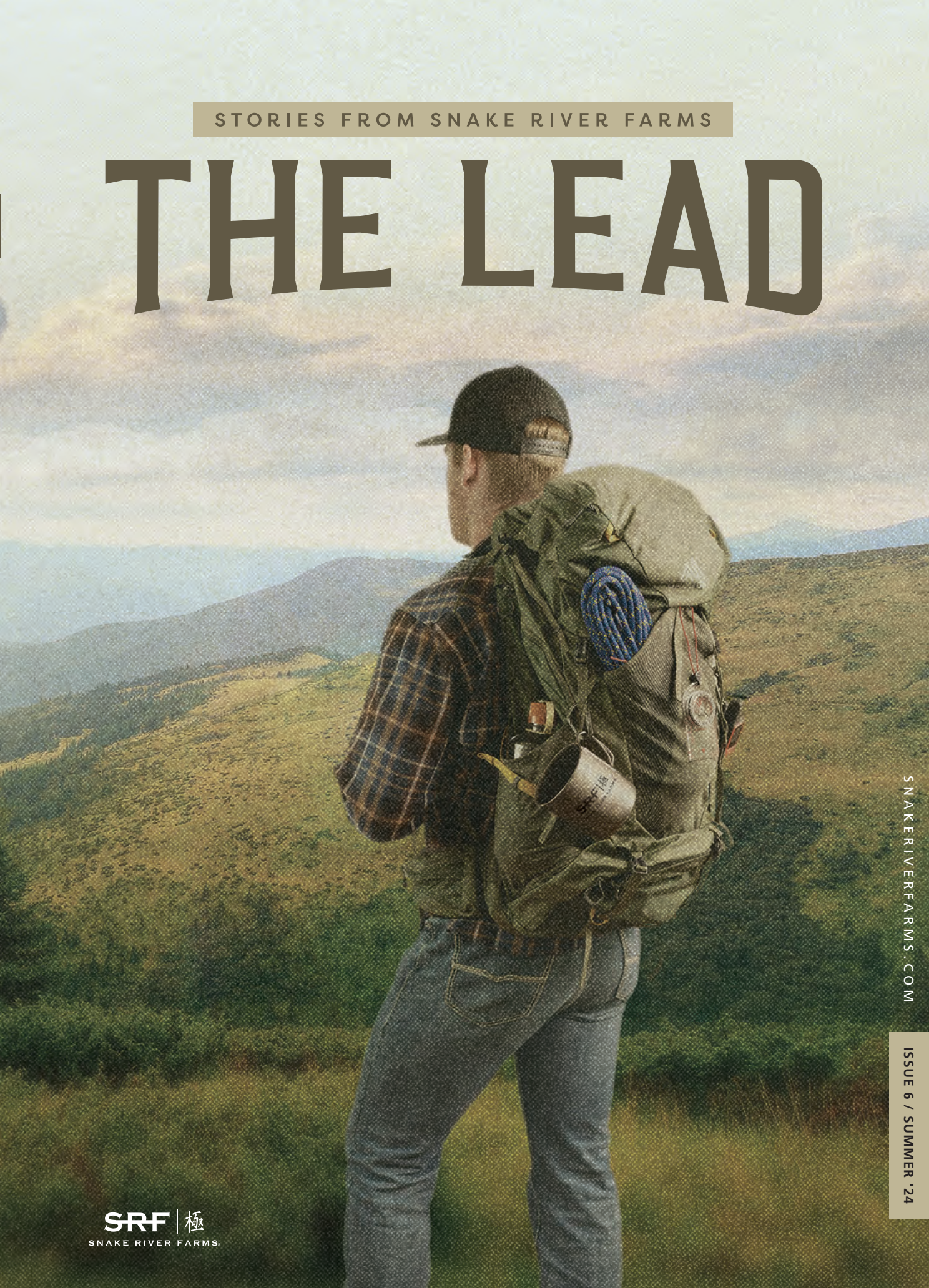


STORIES FROM SNAKE RIVER FARMS

# THE LEAD



SNAKERIVERFARMS.COM

ISSUE 6 / SUMMER '24



**SRF | 極**  
SNAKE RIVER FARMS®

Fill up your canteen and break out the bug spray because we're about to embark on an adventure SRF-style. Discover fresh takes on warm-weather staples, get gear recommendations, and learn new ways to survive — and thrive — through long days and short nights.

Gather your besties and your fam because cooking for a crowd is part of the fun.

*Friendship bracelets not included.*

Adventure

SRF



United States Department of Agriculture  
Forest Service Intermountain Region

**WILDERNESS USE PERMIT**  
REGULATIONS ON BACK OF PERMIT  
ATTACH TO YOUR PACK OR SADDLE

Date Trip Begins	Date Trip Ends
Entry Location	Exit Location
PARTY LEADER	
Name	her/ty
Number of People	

Office

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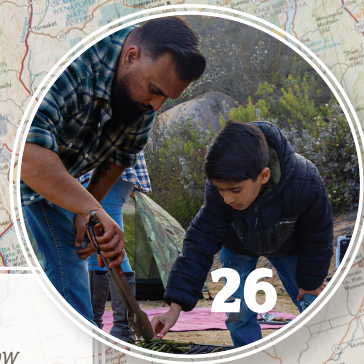
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# TIME OUT!



**AS ONE BACKPACKING MOM HAS DISCOVERED, CREATING MILES OF DISTANCE BETWEEN YOUR FAMILY AND THE WORLD BRINGS THE WHOLE GANG CLOSER TOGETHER.**

Photos and Story by Stephanie McNulty



Let me set the scene for you: It's a quiet evening. You're sitting by an alpine lake. The sun is just starting to set behind the mountains that tower above, and the sky is beginning to turn brilliant shades of orange and pink. The only noises to be heard are the soft chirping of birds as they settle in for the night.

## IT'S THE MOST BEAUTIFUL SIGHT YOU HAVE EVER SEEN.

Let me set a more realistic scene for you: It's a quiet evening. You're sitting by an alpine lake. The glorious silence is pierced sharply by the squeals of children (is that laughter or crying!?). They throw rock after rock into the lake, tumble into the dirt, and get their socks wet, yet again, despite being told at least seven times to keep them dry. As the sun sets over the mountains that tower above, the task of wrestling rambunctious children to bed in a tiny tent looms.

## IT'S STILL THE MOST BEAUTIFUL SIGHT YOU HAVE EVER SEEN.

For the last decade, I've been embarking on backpacking adventures with my family, everywhere from the Sawtooth mountains in Idaho to the rugged W Trek in Patagonia, Chile. I have found that time spent doing hard things as a family creates some of our most cherished memories. Getting off grid and out of service helps us form deep, lasting connections with one another and allows us to spend time together without the ever-present distractions of buzzing electronics.

I didn't grow up in an outdoorsy family. I first fell in love with the mountains as a young mom living in Washington state. I felt such a pull to get out and explore them, and I had no choice but to bring my toddler along for the journey. We started out with trails close to home using the beat-up tennis shoes we already owned and a hand-me-down child carrier. Our adventures slowly expanded to overnight trips on the Washington coast with a Walmart tent and a regular old backpack. For anyone looking to backpack with their kids, the best approach is always to start small and go with the gear you already have. The incredible experiences will keep you coming back for more. The lighter gear and in-depth knowledge can be acquired as you go.

We always try to add an element of fun and surprise to our trips. Sometimes this means bringing special toys to play with, a hammock to swing in, twinkle lights to hang in the tent, or a special treat to enjoy once we



make it to camp. We've always had good luck motivating our kids (and ourselves, for that matter) with the promise of a delicious meal in the backcountry. For example: burger sliders complete with condiment packets and buns. It makes for a heavy pack on day one but provides a fulfilling meal for our first night on trail and lightens our load for the rest of the trip.

When dinner is done and cleaned up, we can finally coax our kids to bed in the tent, a task often more arduous than the hike. There's no question about it, backcountry adventures with kids take an incredible amount of effort. Despite all that goes into it, we continue to find ourselves here year after year. These trips offer a sanctuary for kids and parents alike. A place to always throw rocks in the lake, tumble in the dirt, and to take a much-needed time out from the many demands of regular life. It's a special kind of magic that I know we'll keep on pursuing.



## WHEN WE CREATE MILES OF DISTANCE BETWEEN US AND THE REST OF THE WORLD, WE FIND OURSELVES CLOSER THAN EVER.



## BACKCOUNTRY COOKING TIPS

My husband likes to cook an extra luxurious meal for our first night out. Here's a dinner he created using SRF American Wagyu ribeye filets, potatoes and fresh asparagus. A successful steak requires a ripping hot pan for a quality sear that seals all the flavors in. He keeps our packs light and food flavorful by using only a few simple ingredients like salt, pepper, and butter. He lives by the motto:

**"LET THE MEAT SPEAK FOR ITSELF."**



**@THEBACKPACKINGMOM**



## STEPHANIE MCNULTY

Stephanie is a travel writer, photographer, and content creator based in Boise, Idaho. She fell in love with the mountains as a young mom and has been chasing them ever since. Stephanie can be found in the wild places of Idaho, the Pacific Northwest, and beyond, all with four children in tow. You can follow her adventures on Instagram: **@thebackpackingmom**





# Camp Cooking Tips

BY DAVE YASUDA

Food, especially Snake River Farms American Wagyu, just tastes better in the great outdoors. I grew up in Idaho camping and backpacking in nearby forests and mountains. Over the years, I've learned a few tricks to make cooking outside easier - and more delicious!

## Home for the Heavy Lifting

Prep all your food at home where it's easy, efficient, and clean. Chop vegetables, make salad dressings, premeasure dry mixes (pancakes!), and individually package and label your meals. A few hours at home will make preparing camp meals fast and efficient.

## Light it Up

Cooking your dinner under a star-filled sky is a romantic notion, but nighttime makes it difficult to prep and grill. The **Devos LightRanger** is a game changer. A powerful, rechargeable LED lantern attaches to a telescoping pole to light up your entire camp kitchen. [devosoutdoor.com](http://devosoutdoor.com)



## Set the Table

While many campsites come complete with a picnic table, you can never have too many places to prepare food or set out that camp charcuterie board. There are many choices. I have tables by REI, Snowpeak and Dometic. One of the slickest tables in my arsenal is the **Tailgater Tire Table** that fits over the tire of my SUV. [tailgatertiretable.com](http://tailgatertiretable.com)



## Water, Water Everywhere

Here's the easy, high-tech way to have water at the ready. The **Dometic GO Hydration Jug** holds 11 liters of H<sub>2</sub>O in a space-friendly design. Add the battery powered, **GO Hydration Water Faucet** to dispense water at the touch of a button. There's a built-in light so you can hydrate in the dark. This might be the most coveted piece of gear in my camping quiver. [dometic.com](http://dometic.com)



## Steak it Out

Well-marbled steaks like SRF ribeyes are my choice for camping. The extra fat makes them more forgiving to prepare. For pan searing, try the **1-inch thick ribeyes** since they cook quickly. If you're using a campfire, the **1½-inch steaks** hold up best. **American Wagyu Black® Ribeye Steaks** [snakeriverfarms.com](http://snakeriverfarms.com)



## Practice Makes Perfect

Take an afternoon before the campout to run through your gear. Air out the sleeping bags. Test the inflatable sleeping pads. Set up the tent to make sure you remember how it's done and to make sure you have all the accessories. The campsite is not a good place to find out you left one of the poles back in the garage.

## The Camping Box

Store all your camp kitchen gear in a box so you can grab it, put it in your rig and go. I call it my "camping box," and it's always at the ready. You can use an inexpensive covered box from the hardware store, but the **Yeti GoBox 60** is the upgrade pick with room for all your campground culinary tools. [yeti.com](http://yeti.com)



## HERE'S WHAT'S IN MY CAMPING BOX

- |   |                                      |
|---|--------------------------------------|
| Cookware: pots, fry pan                         | Paper towels                         |
| Cooking utensils: spatula, fork, tongs          | Ziplock freezer bags, assorted sizes |
| Cutting board                                   | Dish soap                            |
| Sharp 6-inch chef's knife with blade cover      | Firestarter, matches, lighter        |
| Tableware: plates, bowls, forks, spoons, knives | Thermopen digital thermometer        |
| French press & coffee                           | Sponges                              |
| Kosher salt, seasonings                         | Aluminum foil                        |
| Small pepper mill                               | Headlamp                             |



# SRF Camp Dinner

## ★ THE FANCY METHOD ★



Impress your fellow campers with an upscale meal starring SRF American Wagyu top sirloin steaks and a restaurant level beet salad. Do most of the prep at home and finish in camp. The hearty flavor of top sirloin is a winner but any SRF cut works great.

When it's time to eat, prepare the salad and set the table. Cook the potatoes, then the steaks. As soon as the steaks are done, ring the dinner bell. It's time for Top Sirloin, Al Fresco!

### INGREDIENTS

- 5 to 6 medium beets
- 2 large avocados, ripe
- 2 cups arugula
- ¼ cup pistachios, shelled
- ½ cup pickled onions
- 2 ounces goat cheese
- Microgreens, optional

### FOR DRESSING

- 3 tablespoons rice vinegar
- 2 teaspoons sugar
- 1 garlic clove, finely minced
- 1 jalapeño pepper, seeded and finely chopped
- 2 tablespoons canola oil

## BEET & AVOCADO SALAD

Fresh food is a welcome addition to your camp menu, and this well-rounded salad hits all the flavor and texture buttons. Make the beets at home and package everything in plastic containers, then complete the assembly at your campsite.

Heat oven to 375°F.

Place beets in a baking dish and add enough water to come to the midpoint of the beets. Tightly cover the baking dish with foil. Place on a baking sheet to catch drips and roast for 60 to 90 minutes or until the beets are soft and a knife blade can be inserted easily. Don't overcook.

When the beets have cooled, remove the skins and place in the fridge to cool.

Cut the cooked beets into 1-inch pieces. Place in a sealable container that can double as a serving dish.

To prepare in camp: Open beet container, add dressing and gently stir to coat. Add arugula and gently mix. Peel and pit avocado. Cut into 1-inch pieces and arrange on top. Spread pickled onions over avocado. Arrange chunks of goat cheese over the salad. Top all with pistachios. If using microgreens, add them last.

## GARLIC JALAPEÑO DRESSING

Mix all ingredients at home and store in a small, airtight container.



## SRF NY STRIP STEAK WITH CAST IRON POTATOES

Season steaks on all sides with salt and pepper. Place your fry pan (I use a carbon steel pan with a removable handle) on your camp stove or a hot bed of coals.

When the pan is hot, add steaks. Sear on each side for about 3 minutes, then flip. It's OK to flip them multiple times. When the internal temp hits 120°F (for medium rare), remove from pan, place on plate or cutting board, and tent loosely with foil.

Add potatoes to the pan and turn to coat with the fat from the steaks. Cook until brown and the interior is tender. Turn frequently to prevent burning. Use the pan as the serving dish.

### INGREDIENTS

- 2 SRF NY Strip Steaks®
- 6 small Yukon Gold potatoes, cleaned and cut into 1-inch pieces
- Grapeseed oil
- Kosher salt
- Pepper

# SRF Camp Dinner

## ✕ THE EASY METHOD ✕

Use SRF Wagyu Smoked Beef Sausages for a super easy but utterly delicious dinner. Hot dogs are a camping staple, but these sausages take the humble frank to delicious new heights. Go old school and roast them on a stick or just heat them up in a skillet. Bring some brioche buns, chopped sweet onion, and specialty mustard. Pack your favorite potato or macaroni salad and you've got a fast camp meal.



## WANT TO DINE WITH DAVE?

Dave Yasuda has been working at Snake River Farms for more than a decade, developing a legendary reputation among our staff and customers for his cooking tips. During his "Dining With Dave" phone sessions, you can gain customized, one-on-one advice.





SRF SKIRT STEAK MAKES ANY ROAD TRIP A CULINARY EVENT.

# ROADSIDE ASSISTANCE

Photos and Story by Robert Jacob Lerma

We've all seen them. I mean, how could you miss them?

I'm talking about those grills at rest stops. They've always piqued my curiosity. And if you're like me, you've wondered, "Who is using them?"

In all my years of traveling the country, I've never seen anyone use one. Not a single grill. The elusive roadside griller might be as rare as Bigfoot.

I doubt I am the only one fascinated with these little grills, so I conducted a little research. Turns out, they were part of the Highway Beautification Act of 1965. Known as "Lady Bird's Law" after Lyndon B. Johnson's First Lady. Improving highway aesthetics was one of her priorities, and she created the pathway for these rest stops. There are 77 such safety rest stops in Texas alone, with many more across the country.

After some thought, I figured I'd do something I've never done and cook on one of these grills. I take road trips

all the time, so why not just load up and have a little grill party by the road?

I started telling my friends about the plan. They all gave me the same look and asked: "Why? That seems like a lot of work." Truth be told, it is work, but the older I get, the less interested I am in doing things the easy way. And for me, grilling is very therapeutic and forces me to slow down in a constantly evolving, busy world. I don't mind that it takes some time to unload, build a fire and slow cook. In fact, that is the appeal.

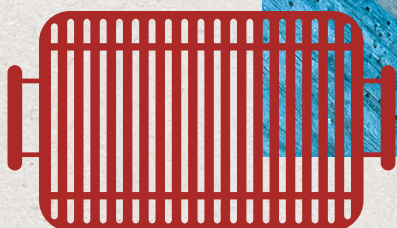
I iced up the cooler, threw in some Snake River Farms steaks, stocked up my YETI LoadOut with cooking gear and grabbed a bag of charcoal. It was time to get this show on the road.

I pulled into the Gillespie County rest stop, just a stone's throw away from the Johnson's ranch in Stonewall, the final resting place of the former president and Lady Bird.

**ROBERT HAS ALWAYS BEEN INTRIGUED BY THE GRILLS THAT PEPPER REST STOPS ACROSS THE COUNTRY. COULD THEY BE THE TICKET TO BETTER MEALS ON THE ROAD?**



# GRILLING



I salted the steaks when I arrived to give them as much time as possible to dry brine, which amplifies the Maillard reaction and enhances the sear. To be honest, I almost forgot about the steaks. It was easy to get lost in the peacefulness of the river, chatting with all the people walking by, talking about their destinations. Some were traveling from out of state, but most were folks from Texas on day trips.

The steaks turned out great. I mean, they're SRF. But what I liked most was sharing with people I had never met. It was an afternoon well spent, checking out the roadside grills.

|| IT WAS DIFFERENT IN A GOOD WAY. I SHOULD DO THIS MORE OFTEN. NEXT TIME, ON A LONGER TRIP. ||



This location was perfect to take in the essence of why these rest stops were created: taking a break. Walking around, it was easy to understand what makes them practical and necessary. Multiple families sat at picnic tables having lunch, while a few folks were literally asleep at the wheel, parked underneath the live oaks. Despite all the activity, no one was using the grills positioned near each table.

I decided to get back in my rig and kept going. The town of Blanco was about 20 miles away. I knew there were some grills by the river off Highway 281. That's where I'd set up shop and fire some meat.

When I arrived, I noticed a few open spots. One lady was fishing on the riverbank, a few other couples were stretching their legs or walking their dogs. Again, no one was grilling.

I unloaded the gear and set up on a picnic table. It was easy to tell the grill hadn't been used in years. I cleaned it, then filled the chimney with charcoal, using sticks nearby to start the fire and set it on top of the grates. Once the coals were nice and hot, I placed them in the grill to burn it out and remove any further debris before scrubbing the grates. It's important to have clean grates when cooking.



CLEAN GRILL = GREAT STEAK



A SRF NEW YORK STRIP GRILLED TO PERFECTION

# 10 BESTSELLERS

These 10 customer favorites elevate everything from casual cookouts to Father's Day gifts.



**1 Kurobuta Frenched Pork Chop**  
4.5 oz.

**2 American Wagyu Black Ribeye Steak**  
1-inch, 1.5-inch

**3 American Wagyu Black Filet Mignon**  
4, 6, 8, 10 oz.

**4 American Wagyu Ground Beef Brick Pack**  
1 lb.

**5 American Wagyu Gold Ribeye Filet**  
6, 8, 10 oz.

**6 Kurobuta Spare Ribs**  
1.5 lbs.

**7 USDA Prime Filet Mignon**  
4, 6, 8, 10 oz.

**8 Wagyu Smoked Beef Sausage**  
13 oz.

**9 American Wagyu Black Tomahawk Steak**  
2.5 lbs.

**10 American Wagyu Gold New York Strip**  
1-inch, 1.5-inch



# Backwoods

Bar



## CREATE YOUR OWN Campsite Cocktail Lounge

**Camping and cocktails are a summertime match made in heaven.**

**By Dave Yasuda**

Yes, you can pop the top of a can of beer, but it's also easy to turn your campsite into a craft cocktail lounge. Here are some tips to bring a touch of civilization to the great outdoors.

CONTINUE READING →

1.

### Focus on Your Favorite

Rather than bringing something for everyone, singling out your personal favorite means the right drink is always at the ready. For me, that drink is an Old Fashioned.

2.

### Mix it at Home

Taking your cocktail on the road – already mixed and ready to pour – adds leisure to your life. I use a slick 500 ml travel decanter from Aged & Ore that nests into a protective stainless-steel case. It's sexy and practical, but a clean Nalgene bottle works great, too.

3.

### Crush the Cold

Bring a supply of ice just for drinks. If I have the room, I'll put cocktail ice in its own cooler. Once in camp, a YETI Rambler bucket keeps the ice cold a good long time. It also doubles as a place to keep canned bevies cold during those side trips from camp.

4.

### Don't Forget to Finish

Bring the right garnishes to properly finish your cocktail. Martinis need olives, gin and tonics demand lime wedges, and our Old Fashioneds must have an orange twist and Amarena Fabbri Italian cherries.

## "One of the high points of my life..."

was when local cocktail master Michael Bowers, formerly of The Modern Hotel, in Boise, Idaho, bestowed me with a cocktail bearing my name. I'd challenged Michael to create an Old Fashioned with the 'right' amount of sweetness. After a few trips to The Modern, he presented me with a drink that pleased and amazed. Here's my take on the original recipe. See if you can spot the secret ingredient."



*\*The original cocktail used Elijah Craig 12 Year Single Barrel Bourbon. One variation that briefly appeared on the menu was made with Weller Antique 107, and it became my personal favorite. The sweetness of the wheated bourbon combined with the aged rum was amazing.*



## Yasuda Old Fashioned

### Ingredients

- ½ teaspoon demerara sugar
- 4 dashes Regan's Orange Bitters No. 6
- 1½ oz. bourbon\*
- ½ oz. El Dorado 15 Year Aged Rum
- Orange twist
- *Optional: Amarena Fabbri cherry*

### Directions

- Add the sugar and bitters into a mixing glass and mix with a muddler or spoon until combined.
- Pour in the bourbon and rum. Allow to rest for 2 to 3 minutes.
- Stir, then strain into an Old Fashioned glass.
- Garnish with orange twist. Michael didn't believe in the cherry, but I like one in my cocktail.

## Backwoods Whiskey Tasting

Many campfires have been graced with a bottle of whiskey, a special addition that is ideal for cool evenings. I enjoy sampling a variety of bourbons in camp, but schlepping four glass bottles can be a bit much, even for the most zealous connoisseur.



For short trips, I use this compact Bottle Flight from Aged & Ore that holds four 3-ounce pours. I tend to go with four outstanding whiskeys, but also like to keep them in the same family — for

example, four different rye whiskeys. I recently packed Sazerac, High West Double Rye, Whistlepig 12 and Thomas Handy. Or you can try a flight of wheated bourbons, like Weller 12, Weller Full Proof, Old Rip Van Winkle 10 and Van Winkle Special Reserve Lot B 12.

I also like to get further out into the wilds of Idaho, which requires more attention to weight. For a backpacking backwoods bar, I pack a super light titanium flask from Snow Peak filled with something on the high proof side. Elijah Craig Barrel Proof is always a treat. I know many folks like to drink right from the flask, but I pack a couple titanium shot glasses made by TOAKS that weigh next to nothing.



# CALL OF THE WILD

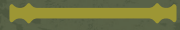
Photos by Jeremy Brand  
@bbqandbacksquats



Gerard Masih loves his rugged hunting lifestyle. But when it's time to camp with the family, easy does it.

You can follow him on Instagram: @gmas101

When Gerard Masih is out in the vast, spectacular desert of Joshua Tree with his wife and two boys, the last thing on his mind is meal prep.



"While you're out there, you want to enjoy nature," he says. "You don't want to be too caught up in cooking."

He would know. Masih is a devoted hunter who practically lives outdoors — which is how he honed his incredible skills with a grill, seasoning everything from beef to duck to quail with the vibrant flavors of his youth.

Masih was born in Pakistan and immigrated to the United States when he was 9.



SRF ribeyes seasoned with tandoori spices pay homage to Masih's Pakistani Heritage.



He may have been just a boy, but his father had already nurtured a love for the outdoors and respect for nature.



Masih knew he would rear his children the same way, with weekend car camping trips to local Southern California sites like Joshua Tree National Park, home to its iconic, twisty namesake and skies that sparkle unencumbered by city lights.

"I want to instill that respect in them at a young age, so they can pass that love and respect for the outdoors to their kids — to pass it down through the generations like it was passed down to me from my dad," he says.

Part of that training involves cooking on an open flame. "Something about cooking outdoors really takes you back to basics," he says. "We take a lot of stuff for granted. We can go to the store and buy groceries and everything is right there, but there's a disconnect."



**I want to instill that love and respect for the outdoors in them so they can pass to their kids, like my dad passed it on to me.**



Spices, premixed at home, make camp cooking a snap.

**Preparation is the secret for camping trips the entire family enjoys.**

During hunting season, Masih camps like it's his job, condensing items and counting every ounce. This experience readily translates to outings with his wife and sons. Simplicity is the key to his family trips, he says. "Keeping stress low keeps it fun for the kids — and that's the point."

"I want to teach them about respect for the outdoors," he says. "I do that through hunting and camping, and getting them involved, and getting them away from everyday life, and playing Fortnite all day, you know?"



## MASALA BURGER

Pakistani flavors work well when cooking in the outdoors, even for something as simple as a burger. SRF Wagyu ground beef is rich and delicious and works great with some extra spice. Mix and package the seasoning at home to make camp prep fast. This recipe makes 8 half-pound burgers.

### INGREDIENTS

4 pounds SRF Wagyu ground beef  
 1 large tomato, chopped  
 ½ yellow onion  
 2 jalapeños (without seeds)  
 1 teaspoon coriander seeds  
 ⅛ teaspoon cumin powder  
 1 teaspoon salt  
 1 egg  
 8 burger buns  
 8 slices cheddar cheese

**Toppings:** butter lettuce, heirloom tomato, and onion slices

### DIRECTIONS

1. In a bowl, mix ground beef with all ingredients. Use your hands to ensure the meat is mixed well. Divide into 8 even-sized patties.
2. If you have a charcoal, gas, or wood pellet grill, set it for direct heat. Or build a fire in the campfire pit and let it burn down to the coals. Target a grill temperature of 450°F.
3. Place burger patties directly on the grill grate and cook for 4 minutes on each side, or to desired doneness.
4. Top each patty with a slice of cheddar cheese and cook until the cheese melts.
5. Place the burgers on the buns and add your favorite toppings.



## GARLIC-DILL CAST IRON FRIES

French fries are a surprising camp treat that everyone loves. My personal touch is finishing the fries with raw chopped garlic and fresh dill.

### INGREDIENTS

4 large russet potatoes  
 Olive oil  
 Kosher salt  
 4 garlic cloves, chopped fine  
 1 bunch fresh dill, stems removed, chopped

### DIRECTIONS

1. Peel or scrub potatoes and cut into half-inch-wide batons. Try to make them as uniform as possible to ensure even cooking.
2. Plunge the cut fries into a bowl of cold water and let them sit for at least 30 minutes. Soaking removes excess starch and results in crispier fries.
3. Rinse the potatoes and blot dry (an important step!) with a paper towel. Place dry fries in a bowl. Drizzle with 1 tablespoon of oil and use your hands to coat.  
  
Fill the cast iron skillet with enough oil to barely cover the fries (approximately 1-1½ inches deep in the skillet). Preheat the oil in the cast iron on a grate set over the campfire.
4. Heat the oil to 375°F (olive oil breaks down at higher temperatures, so don't exceed this level). Carefully add half of the potato fries to the hot oil and cook for 5 to 7 minutes per side or until golden brown and crispy.
5. Use a slotted spoon to remove the fries from the oil; drain fries on a paper towel lined cookie sheet. Repeat for the second batch of fries.
6. Salt fries to taste, and garnish with freshly chopped garlic and dill.



## TANDOORI SPICE RIBEYES

Eating a great steak on a camping trip is one of life's simple pleasures. SRF ribeyes seasoned with tandoori spices pay homage to my Pakistani roots. I would recommend the reverse sear method on a portable wood pellet grill, but you can also make this work on a bed of coals.

### INGREDIENTS

#### For the steaks:

2 American Wagyu Gold® Ribeye Steaks

Tandoori spice rub (recipe follows)

¼ cup butter (½ of a cube)

2 sprigs fresh rosemary

Olive oil

#### For the tandoori spice rub:

½ teaspoon salt

¼ teaspoon celery seeds

¼ teaspoon chili powder

¼ teaspoon cumin powder

### DIRECTIONS

1. Build up a bed of coals and set up two-zone cooking: a hot side and cool side. If using a wood pellet grill, set temperature to 225°F.
2. Rub steaks with a light coating of olive oil and season both sides of steak with the tandoori seasoning.
3. Place steak on the cool side of the grill and cook for 30 to 45 minutes or until the thickest part of the meat reaches 120°F. If you're cooking over coals, monitor the temperature and flip and move the steak to avoid overcooking.
4. Let the steak rest while you heat a cast iron pan on the campfire. Add ¼ cup of butter and 2 larger sprigs of rosemary to the cast iron pan.
5. Add steak to the pan and cook the first side for 2 to 4 minutes, or until browned.
6. Flip the steak and cook the other side. Cook while tilting the pan and continuously spooning butter over steak. Once both sides are browned and braised with butter and rosemary, pull the steak off the pan. Allow to rest for 10 minutes before eating.

## FIRE ROASTED LOADED POTATOES

Baked potatoes complete the outdoor steak experience. This is a side dish that practically makes itself and takes advantage of the hot bed of coals. Precook the bacon at home to minimize the cooking time and effort.

### INGREDIENTS

4 medium potatoes

4 tablespoons butter

4 slices bacon, cooked until extra crisp

1 bunch fresh chives, chopped

Kosher salt

### DIRECTIONS

1. Poke each potato several times all over with a fork, then double wrap in aluminum foil. Bury the potatoes in the hot coals of a campfire and cook until crispy on the outside and tender on the inside, about 40 to 60 minutes.
2. Cut open the middle of the potatoes to make an opening. Add 1 tablespoon of butter and pinch of salt on the inside of the potato. Add 1 tablespoon of sour cream and top with bacon and chives before serving.

## PACK LIKE A PRO

### STAY CLEAR.

Masih relies on clear plastic boxes to keep his family's stuff organized. "With the kids, you don't want to be digging through everything," he says. "You want to have everything on the go, so you can pay attention to them and play games." The kids' clothes go into one box and his cooking setup goes into another.

### KEEP IT CHILL.

When you're away from refrigeration for a few days, you want your coolers to stay cold for as long as possible. Masih uses thick-walled coolers and pre-chills them using empty milk cartons that have been filled with water and frozen. Instead of a melted, slushy mess at the end of his trip, Masih simply removes the cartons and freezes them again for his next trip.

### DON'T BE TRASHY.

Big trash bags are a staple. "As soon as I get to camp, I set up a trash bag," he says. "I have at least one for camp and one for the car, and throughout the day, when they fill up, I take that trash away from my campsite. You don't want a bear or a coyote to have any excuse to come through the camp."

### KEEP IT KID-FRIENDLY.

Helping kids love the outdoors takes a bit of planning. "I pack the Jeep with everything I need for the boys," he says. "You want to make it as comfortable as possible. I have a lot of snacks and a lot of fun activities for them, so their experience is warm and friendly."

## MAKE THE OUTDOORS YOUR KITCHEN

**The key to outdoor cooking is simplicity.** "You don't have to have a full-on kitchen out there, you know?" Masih says. "I just get the grill going and keep everything real quick and easy."

**Prep, prep, prep.** Make it easy on yourself. Prep as much as you can at home. Masih swears by large Ziploc bags that can hold his must-haves, like chopped tomatoes and onions.

**Let it marinate a bit.** When camping, Masih likes to choose cuts that can marinate for hours before cooking. He packs the meat, still in its marinade, in vacuum-sealed bags and throws them in his pre-chilled cooler. Bonus: Masih says vacuum-sealing pushes the spices from the marinade further into the meat, so you'll have a tastier dish in the end.

**Grab and go.** Masih packs one of his clear plastic boxes with cooking utensils, a cast-iron pan, knives, a good thermometer, and spices. And, of course, his Traeger makes the trip, too. Taking a few moments to organize and set up is key. "When you're open-fire cooking, time management is real critical — you don't want to have a steak on the fire and be looking for something. Organize everything so you know where to find your tools and supplies. Otherwise you might end up burning your food and making a mess."

**Something for everyone.** Prep two meals — one for the adults and one for the kids. It's an easy way to make dinner exciting for all. Burgers are an easy kid option. Do all the prep work at home so making two dishes isn't a hassle in your campground kitchen.



# THE Griller's Gifting

GUIDE TO



**Father's Day. Birthdays. Hostess gifts. Big anniversaries. When you need a gift for a grilling enthusiast, we'll deliver. Discover some of our favorite packages for your favorite people.**



# SPARE RIB KIT

\$111

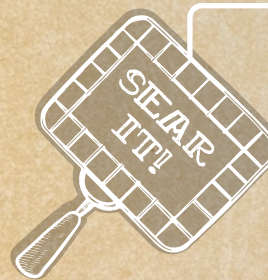


PRO TIP!

Wait until after your ribs are cooked to apply the barbecue sauce. You'll end up with burnt ribs if you sauce them at the start.

# BEST-LOVED BUNDLE

\$156



Our 6 oz. steaks are smaller in weight but are cut thick and cook beautifully on the grill. Sear each side for 4 minutes. Continue to flip until they reach your target temp.

# CLASSIC SURF AND TURF

\$152



SPLIT IT

Splitting lobster tails in half lengthwise allows for a more consistent cook on the grill.

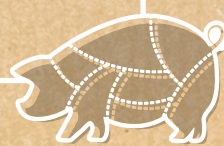
Use sharp kitchen shears and cut down the middle.

# STEAK AND CHOP FAVORITES

\$176



Brine pork chops to keep them moist and juicy on the grill. Heat 2 cups water, 1/4 cup kosher salt, and a tablespoon of sugar until everything dissolves. Cool and brine for at least 4 hours.





# SRF BEST SELLERS

\$260



PRO TIP!

Temperature is the best way to know if your steaks and chops are perfect. For steaks, target 120°F for medium rare. For Kurobuta chops, remove from the grill at 135°F to 140°F, rest until they reach 145°F.

# GIFT OF GOLD

\$272



DID U KNOW

American Wagyu Gold® has the highest amount of marbling of all SRF steaks. Watch your steak temperature once it gets to 100°F. The intense marbling can cause the temp to rise faster than less-marbled cuts.

# THE WAGYU WAY

\$184



COOKS FAST

A filet mignon has less marbling than a ribeye file and will cook faster. Keep that in mind if cooking both steaks at the same time.

# THE GRILLER'S PACK

\$275



When cooking a mix of burgers, dogs and steaks, cook the steaks last. Hot dogs and hamburgers hold well, but steaks should be served right off the grill.



THE GRILLER'S GUIDE TO GIFTING



# TOMAHAWK TREASURES

\$393



# SRF X SOUTHSIDE BARBEQUE SPREAD

\$333



PRO TIP!

The reverse sear is the best way to cook a tomahawk. Use a covered charcoal or gas grill and set it up for two-zone cooking. Start on the cooler side and get your steak to temp, then finish on the hot side.

TRY IT

Add a couple sides to this smoked brisket and it's a party. Some of the classic side dishes to serve with brisket are coleslaw, mac and cheese, and baked beans.



# MARBLED GREATS

\$356

# THE GREAT GIFT

\$416



REST

Let your marbled beauties rest for 10 minutes after they come off the grill. This allows time for the internal temperature to equalize and lets the steak reabsorb the juices.



We love charcoal grills. If you do, too, be sure to use real hardwood lump charcoal. It burns hot and clean to cook your steak without chemical flavors.



# WE'RE BREAKING NEW GROUND WITH TRUE WEST BEEF

By Jay Theiler

In the countryside of south-central Idaho sits the newest state-of-the-art beef processing facility in the United States: True West Beef. The small city of Jerome was the ideal location to bring True West Beef to life. Situated along the Snake River Canyon, this thriving community is built on Western values, surrounded by abundant farmland, and populated by hardworking people.

True West Beef opened in June 2023, the culmination of decades of experience. Some of our most seasoned employees combined their vast expertise with out-of-the-box thinking to create a processing plant unlike any other in existence. This groundbreaking facility is filled with advanced safety-oriented processing equipment, humane animal welfare design, sustainable and environmentally friendly systems, and human-centric workflow

and architecture. It's all housed in a ranch house-style building that looks like part of the community.

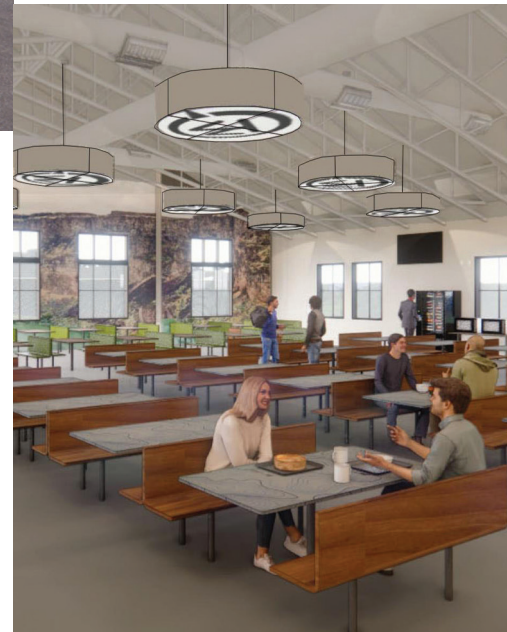
You can see the commitment to quality in every detail. Agri Beef has long been a pioneer in the humane treatment of animals, and True West Beef is the latest development in our quest to create a soothing environment. We worked with world-renowned animal behaviorist, Dr. Temple Grandin of Colorado State University, to design our holding pens and processing areas. Under her direction, we created a processing facility that eliminates angles and shadows so the cattle remain calm and relaxed.

The new facility is also a model of food and employee safety. The plant has earned coveted certifications, including the gold standard Global Food Safety

Initiative designation. The plant's thoughtful, carefully planned design features band saws with 3D vision technology, which monitors conditions and stops saw blades from spinning before injuries can occur.

And, as with all Agri Beef facilities, the plant was built with practical sustainability in mind. Lighting is provided by highly efficient LED fixtures, the wastewater system recycles and treats water from the plant so it can irrigate local crops, and a state-of-the-art air-scrubbing system with advanced filtration prevents harmful particles or odors from escaping the facility.

But it's not just practical and innovative. It's also beautiful. Abundant windows peer out over the surrounding scenic landscape and the spectacular Sawtooth Mountains, maximizing natural light for employees. The wings of the main facility incorporate a modern ranch house look and feel in a nod to the company's historical roots in ranching. One wing houses offices and a fabrication welfare area, while the other contains the processing, or harvest welfare, area.



THE NEW FACILITY IS A MODEL OF FOOD AND EMPLOYEE SAFETY.

A long corridor running along the front of the plant allows visual access directly into the fabrication area, where employees produce the high-quality cuts our company is known for. Each workstation can be adjusted to a comfortable, ergonomic height and measures a full four feet in width, an industry leading amount of personal space.

For food safety reasons, the processing and fabrication areas are kept separate so cross-contamination cannot occur. Both sides have a large cafeteria for employees with massive graphics stretching across the room. The Canyon room shows the iconic Snake River Canyon and Perrine Bridge that spans it, while the other has an extensive graphic and actual view of the Sawtooth Mountains. Outside is a large, inviting courtyard and food truck area for employee enjoyment during the warmer months.

Of course, every great ranch house has an inviting kitchen. True West Beef's kitchen is large and modern and designed for employee lunches or the occasional chef's visit. This room is the symbolic heart of our business and a constant reminder of the family, friendship, and hospitality we hope to foster with every product.

True West Beef isn't just a new standard in design. It's also a new, more inclusive model for the beef processing industry. Agri Beef's visionary second-generation leader, Robert Rebholtz, Jr., was determined to offer Northwest cattle producers the opportunity to own a part of True West Beef and have their high-quality cattle processed at the facility.

It's a thank you to our trailblazing partners, the great ranching families who have been a part of bringing

you Snake River Farms and Double R Ranch Choice and Prime beef for many years. Our relationships with most of these families span decades, and they are truly integral to the company's ranch to table commitment. Every day, our partner families load market-ready cattle to be delivered to True West Beef. In the spirit of partnership and good business they receive detailed data regarding the quality of the beef produced by their cattle. This information is integrated into decision-making to optimize their livestock operations.

Just a year after its opening, True West Beef is already a model for beef production in the United States. This innovative, unique, and inclusive facility will play a key role in continuing the success of our partner ranching families — and in bringing the best products to your table, meal after meal.



**TRUE WEST BEEF ISN'T JUST A NEW STANDARD IN DESIGN. IT'S ALSO A NEW, MORE INCLUSIVE MODEL FOR THE BEEF PROCESSING INDUSTRY.**

# DREAM TEAM

**BEHIND EVERY SNAKE RIVER FARMS ORDER IS A HOST OF PEOPLE WORKING TO DELIVER THE ULTIMATE EXPERIENCE.**

Every time you place an order with Snake River Farms, an entire team in Boise, Idaho, begins stressing on your behalf. This is the e-commerce department, and they are devoted to creating the perfect Snake River Farms experience. They are the ones who answer the phone when you call, who dash out replies to every email, who track incoming weather patterns like meteorologists, and who come up with delivery plans B, C, and D if a package is delayed or missing.

They are intrepid, resourceful, and awfully nice. Meet a few of the many who are devoted to delivering the best Snake River Farms experience possible.



# GRIFF TWEETEN

DIRECTOR OF ECOMMERCE

# 9

YEARS WITH SNAKE RIVER FARMS



## TELL US ABOUT YOUR ROLE.

I focus on a little bit of everything, but most specifically on the operations side of the business. It's overseeing and understanding everything — what we're going to need from a forecasting perspective, how to get the product, and how to get those steaks made. And then how to get them to our fulfillment center, and most importantly, from the fulfillment center directly to the customer in a way that's a great experience.

## WHAT'S UNIQUE ABOUT THE SRF SITE?

We're unique in the e-commerce space in that we give customers the ability to pick their own delivery date. That obviously has logistical challenges, but it's really important to us because people often buy Snake River Farms items for an event. So we want to give them the confidence of knowing when it will be delivered.

## WHAT DO YOU WISH PEOPLE KNEW ABOUT YOUR JOB?

We have a lot of respect for the animals, and we truly care about creating a wonderful customer experience. We don't ever want an order to arrive thawed or to be undelivered — not just because that would be a bad customer experience, but because we never want the product to go to waste.

## IT'S A SUNNY SATURDAY AFTERNOON IN IDAHO. WHERE CAN WE FIND YOU?

My world is a little different than it used to be! I have a 3-year-old and a 9-month-old. We just love to be outside. I love to fish and hunt and golf — all those Idaho things — but these days it's just a lot of time enjoying our family.



### WHAT'S YOUR DESERT ISLAND SRF PRODUCT?

*"My family really likes the butcher-cut items like the outside skirt steak."*

**"IT'S INCREDIBLY FLAVORFUL, BUT IT ALSO COOKS REALLY FAST."**



**AMERICAN WAGYU BLACK® SKIRT**  
1.5 LBS. \$84

# COLE LINDSLEY

SOCIAL MEDIA SPECIALIST

# 4

YEARS WITH SNAKE RIVER FARMS



## WALK US THROUGH A DAY IN THE LIFE OF A SOCIAL MEDIA SPECIALIST.

My day-to-day varies, but the bulk of what I do is shoot video and cook. Then I edit the videos I've created and post them. I also keep track of what's trending on social media; I'm in charge of all of our social media platforms, so I check Instagram, Facebook, and TikTok to make sure everything is up to date. And if there are any comments, I reply to those.

## WHAT HAVE YOU LEARNED ALONG THE WAY?

Before I started this job, I was your typical young 20s male cooker — simple, quick, easy, nothing to it. The biggest tip I've learned is to follow the recipe.

## WHAT DO YOU ENJOY ABOUT YOUR JOB?

I really love staying on top of social media trends — they seem to change hour by hour, so keeping track takes some work! I feel like food social media trends are different and more interesting than broader social media trends. We recently made a Flying Dutchman burger, which replaces a hamburger bun with onions. The burger was going viral, so we thought, why not upgrade it with SRF products? Not only did it turn out great, but our social media followers loved it, too.

## WHAT'S A TIP YOU'D LIKE TO PASS ON TO CUSTOMERS?

Have things that will help you, like an instant-read thermometer. It's a great way to make sure you're not overcooking an expensive cut — because the last thing you want to do is buy it and then cook it in a way you don't like.



### WHAT'S YOUR DESERT ISLAND SRF PRODUCT?

**"I DO REALLY ENJOY OUR NEW YORK STRIPS."**

*"I think if you reverse sear those, they're probably one of the best steaks you've ever had."*



**AMERICAN WAGYU BLACK® NEW YORK STRIP**  
1.5-INCH. \$67



# KATE MELDRUM

CUSTOMER CARE MANAGER

# 4

YEARS WITH SNAKE RIVER FARMS



## WHAT DOES A CUSTOMER CARE MANAGER DO?

Providing service to customers, like taking care of issues and placing orders. Since I'm a manager, I guide and train the employees on our team. I also do something we call "order scrubbing." I go through the orders and make sure everything has shipped and that there aren't any issues so the customers get their product.

## WHAT'S YOUR BIGGEST SUCCESS STORY?

There was a weather delay, and a customer was panicking and frantic about Christmas dinner — I believe the customer had a son coming home from the Army, so this was a very, very special occasion. So we tried everything! We sent a replacement overnight and tracked it every step of the way. They got it in time, and the family thanked us for putting all of our resources into getting this package delivered. They had a lovely Christmas with their son, and I think that was a big win.

## WHAT'S A TIP YOU'D LIKE TO PASS ON TO CUSTOMERS?

Our products ship frozen, and they have a shelf life of six months in the freezer. So order a couple of weeks early. If you have the freezer space, maybe a month early so that you're not stressed before your event.

## IT'S A SUNNY SATURDAY AFTERNOON IN IDAHO. WHERE CAN WE FIND YOU?

Camping! We find a spot along the river, let the dogs out, and my husband goes fly fishing. We're outside whenever we can be, enjoying the sunshine and fresh air.



## WHAT'S YOUR DESERT ISLAND SRF PRODUCT?

### "THE PICANHA!"

*"It has a nice fat cap on it, so it packs a punch of flavor, but it's definitely versatile."*



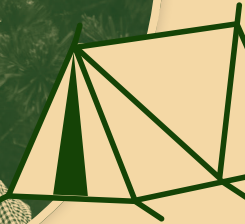
**AMERICAN WAGYU BLACK® PICANHA**  
2.5 LBS. \$89

# RICK D'AMBROSIO

DIRECTOR OF DIGITAL MARKETING

# 10

YEARS WITH SNAKE RIVER FARMS



## WHAT DOES DIGITAL MARKETING MEAN, EXACTLY?

It's my job to bring customers to the Snake River Farms website, either through advertising or organic search. Organic search can be things like Googling, for example. My team also works on paid social media ads you see advertising our newest products or specials, and we're also responsible for the emails and texts you receive from Snake River Farms.

We're often the first point of contact for people who are interested in our products, so it's a big responsibility. We not only set the tone for the customers' interactions with our company, but we also work hard to develop long-lasting relationships — once you become a Snake River Farms customer, we want to keep you for life. My team puts a lot of effort into making sure we build and deepen customer trust and loyalty.

## WHAT DO YOU WISH PEOPLE KNEW ABOUT YOUR WORK?

We want our advertising to be really informative. Everybody is being spread in so many different directions all the time, so when we're able to get someone's attention and they engage with us, it's a privilege. The last thing we want to do is inundate people with a bunch of stuff that is meaningless to them.

## IT'S A SUNNY SATURDAY AFTERNOON IN IDAHO. WHERE CAN WE FIND YOU?

Probably in the backyard, grilling something on the Big Green Egg! I'm kind of your typical dad. I love kind of just hanging out in the backyard with my family.



## WHAT'S YOUR DESERT ISLAND SRF PRODUCT?

**"WE SELL THESE BAVETTE KABOBS, AND I COOK THEM UP ON OUR BIG GREEN EGG."**

*"My wife is a huge gardener. So we use fresh veggies and a little bit of olive oil, and that's our go-to summer deal."*



**AMERICAN WAGYU BLACK® BAVETTE KEBABS**  
1 LB. \$47





# GOOD OLD FASHIONED BACON

It takes time to make our new bacon products. And that's a good thing.

## COMING THIS SUMMER...

**PETE SEGHEGIO** of Journeyman Meat Co. in Sonoma County, California, didn't have to go far to find the perfect wood to flavor Snake River Farms' new applewood smoked bacon. When Seghesio's dad cooked meat, he'd source applewood from the Dutton Ranch in nearby Sebastopol.

Now, Seghesio is using Dutton applewood to create artisan bacon for Snake River Farms. The sliced bacon is brined in Sonoma apple juice and then smoked for a nuanced sweetness that comes through in every addictive bite.

"To me, it's like Mom's apple pie," Seghesio says.

Journeyman Meat Co. has earned an outstanding reputation for its traditional, time-consuming production methods — the perfect fit when infusing bacon with flavor that melts in the mouth. Both Snake River Farms applewood smoked bacon and new Canadian bacon, are made the hard way. Instead of injecting the pork belly with brine and letting it sit for an hour before smoking, like many American producers, Journeyman gently tumbles the pork in its brine for a couple of hours before letting it rest. While resting, the pork fully absorbs the cure for a deeper, richer flavor and better texture.

### APPLEWOOD SMOKED BACON



### CANADIAN BACON

And then there's the crucial matter of smoking. For the Canadian bacon, Seghesio's team went far beyond California and into France. They use staves from François Frères, one of the oldest and most respected coopers in the country. Journeyman buys the barrels after they have been used to create inky pinot noir, lending a red cherry component to the final product.

"It's the juiciest stuff out there," he says of the Canadian bacon.

Seghesio is happy to let the meat, and the process, do the talking — just like Snake River Farms. "You know, these guys just really care about quality," he says. "And they're willing to spend a little more money and time to get it right and do it right."

## STAY TUNED FOR MORE DETAILS.



## "THE JUICIEST STUFF OUT THERE!"



# GO PRO

This quick start guide will have you cooking your steak like a chef in minutes.



**SRF** | 極  
SNAKE RIVER FARMS.

You received your black box from Snake River Farms! Now, it's time to start thinking like a pro. Use the step-by-step Steakhouse Method for restaurant-worthy results.

## 1 THAW & SEASON

Gently thawing your steak ensures top quality. Place your frozen steak, still in the package, on a plate or tray to catch any drips. Place in the refrigerator and allow to thaw overnight for 8 to 10 hours.

Remove the thawed steak from the package and pat the surface with a paper towel to remove the surface moisture. Season liberally with a larger grain salt (like kosher). Feel free to add pepper, if you'd like.



## 2 SET THE SEAR

Turn the oven to 350°F. On the stovetop, heat a heavy skillet (like cast iron) on medium-high heat. Add a light coat of neutral vegetable oil (like grapeseed). When the pan is hot, add your steak. Sear for 2 minutes until a brown crust forms. Flip and sear for 2 more minutes on the other side.



## 3 COOK TO PERFECTION

Place the skillet and steaks into the hot oven for 10 to 20 minutes; the time will vary based on how you like your steak. At 5 minutes, open the oven and flip the steak.

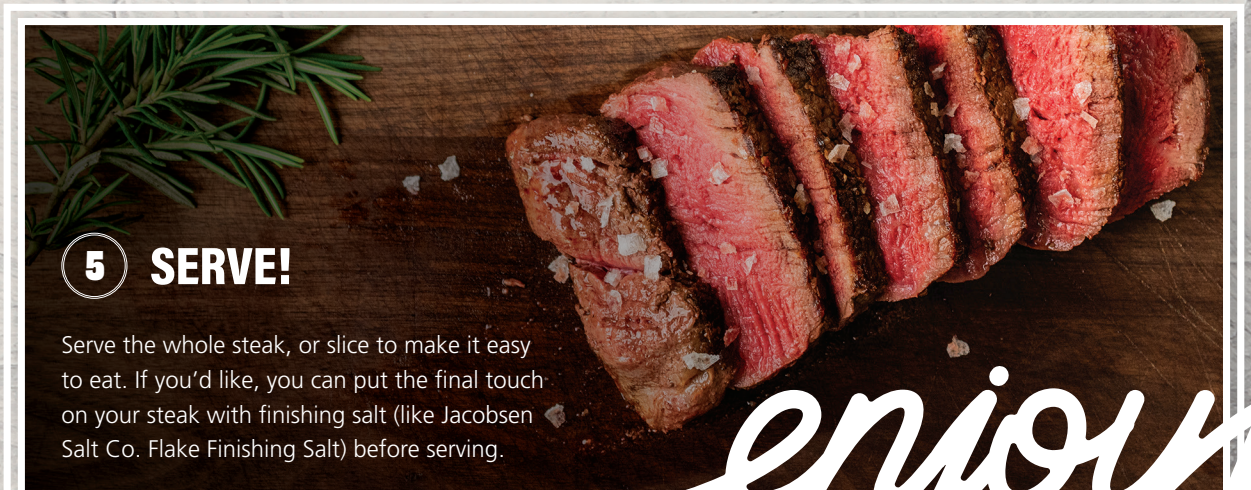
Temperature is the best way to see if your steak is done. We recommend 110°F for rare, 120°F for medium-rare and 130°F for medium. When the center of the steak reaches the desired temperature, remove the skillet and steak from the oven.

## 4 GIVE IT A REST

Take the steak out of the hot pan and set on a cutting board or plate. Cover the steak loosely with aluminum foil and let it rest for 5 to 10 minutes. It will continue to cook and the internal temp will rise about 5°F.

## 5 SERVE!

Serve the whole steak, or slice to make it easy to eat. If you'd like, you can put the final touch on your steak with finishing salt (like Jacobsen Salt Co. Flake Finishing Salt) before serving.



**SRF** | 極  
SNAKE RIVER FARMS.  
1555 Shoreline Dr.  
Boise, ID 83702

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PRSRST STD  
U.S. POSTAGE  
• PAID •  
SNAKE RIVER FARMS

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GET 15% OFF ORDERS OVER \$199. USE CODE: CAMPSRF24

Offer expires September 30, 2024

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