The Swanton Pacific Ranch was donated to Cal Poly by alumni Al Smith. The ranch is located on scenic Highway 1 just north of Santa Cruz and showcases beautiful views of the mountains and the Pacific Ocean.

Cal Poly provides students the opportunity to utilize and manage the ranch through various enterprise projects and internships. Swanton Pacific Ranch allows students from several majors and departments to practice Cal Poly’s philosophy of “Learn by Doing.” Internships and projects at Swanton have led to many very successful senior projects as well as an amazing experience for every student that visits the ranch. For more information about the ranch contact Mike Hall at (805) 756-2685.

A small cow/calf operation is maintained year round on various parts of the ranch. In addition to producing calves, the cows are instrumental in fire control by reducing brush and residual dry matter.

The breeding program is focused on creating a herd of cows that will produce calves to be marketed as natural grass and grain fed beef.

Our cattle are early maturing and predominantly Black Angus, to excel in producing a marbled and tender product. Our philosophy is to minimize the cost of production.

We make sure the calving season coincides with optimal forage growth, which helps to reduce our supplemental feed requirements.
WHAT IS NATURAL BEEF?
The USDA classifies natural beef as that which is minimally processed and contains no artificial ingredients.

Customers can be rest assured that these cattle were never given growth promoting hormones or antibiotics.

GRASS-FED BEEF
Grass-fed beef is fed just that, grass. Grass-fed beef differs slightly in look, texture, smell, and taste; but to many, it tastes better.

It also provides many health benefits:
- Less than 10% saturated fat
- High in Omega 3 fatty acids
- High in Conjugated Linoleic Acid
- High in Vitamins A and E
- High in Beta Carotene

BEEF NUTRIENTS THAT WORK AS HARD AS YOU DO
Eating right plays an integral role in keeping you healthy and active and when it comes to nutrition, beef contains a power pack of nutrients including zinc, iron, protein, and B-Vitamins.

Zinc is used for many essential functions such as growth and development, maintenance of the body’s immune system, wound healing and appetite control.

Iron is a mineral that helps carry oxygen to body cells and tissues, assists in the making of new red blood cells, and supports the immune system.

Protein plays many roles that help keep you energized and support your bodily functions. Proteins serve as an energy source for the body.

B-Vitamins work to promote growth and maintain optimal health.

Calorie for calorie, beef is one of the best sources of many essential B-Vitamins.

RETAIL CUTS AND ORDERING BEEF
As quality is very important to us, we ensure that our boxes contain a variety of high value cuts as well as bulk ground beef, ground beef patties, and roasts.

Every box differs slightly in composition due to the variability of the animals, but each box contains a fair mix of cuts.

The Cal Poly Swanton Pacific Ranch Grass-fed Beef Enterprise in conjunction with Cal Poly Meats will be selling 30 lb pre-packaged boxes of grass-fed beef in the spring.

If you have questions or are interested in ordering, please call Cal Poly Meats at 805.756.2114 or visit us online at: www.spranch.org