



August 2025 | [Contact us!](#) | +1 (970) 283-9420



Ranch News Recap:

- Screwworm Devastation
- New Ranch Hand: Chase Mason!
- Drought Concerns & Mitigation
- Special VIP Appreciation Dinner For Our Loyal Beef Customers!
- Last Chance To Grab Your Beef Share!

Hello from **The High Lonesome Ranch!** This month, we want to address a serious issue that has been a top concern in the cattle industry: the reemergence of the **New World Screwworm.**

This parasitic fly, whose larvae consume the living tissue of warm-blooded animals, was eradicated from the U.S. in the 1960s. Its recent reappearance in Mexico and a **confirmed human case** in the U.S. have led to a significant threat to our nation's cattle. This development, combined with the U.S. cattle inventory being at its **lowest level in decades**, has contributed to the already **high beef prices** we are seeing today.



In response to this significant threat, the U.S. government is **taking action**, committing up to \$850 million to combat the Screwworm. A key part of this strategy is the use of the **Sterile Insect Technique**, a proven method to prevent the fly from reproducing and safeguard the future of the U.S. cattle herd. In uncertain times, purchasing **beef shares** directly from us ensures a stable supply and peace of mind for you and your family.

Meet **Chase Mason**, our newest ranch hand!

A true cowboy at heart, Chase was born in Alabama and raised in a rodeo and ranching family.

After high school, he served four years as a machine gunner in the Marine Corps before attending East Carolina University.

After graduating, the call of the open range was too strong to resist, and Chase returned to the cowboy life he loves.

For the past decade, he's been chasing cows across Texas, Montana, and Wyoming. We are thrilled to have his experience and dedication on the team!





The reality of ranching is that we're always at the mercy of the weather, and this year, the dry conditions are proving to be a serious challenge. Drought is more than just parched ground; it's a grind that affects every single aspect of our operation.

When the creeks and ponds start to drop, and the forage turns to dust, the tough decisions begin. It's a constant battle to find water and supplemental feed, and we've had to consider everything from hauling water to culling animals. It's about making hard choices to keep the core of our herd healthy for the long term, even when it means sacrificing short-term gains.

On a day-to-day basis, we're constantly working to protect our land and our herd. We've been carefully rotating our pastures to prevent overgrazing and give the land a chance to recover. We're also focused on maintaining the remaining water sources and securing feed, knowing that every single bale of hay costs more time and money.

While we can't make it rain, we can manage what we have, and that's a tough, non-stop job. This is the reality of being a rancher, and we appreciate your continued support as we navigate these challenges!





As the year winds down, we want to take a moment to celebrate the people who make what we do so special—you, our loyal customers. Your continued support means the world to us, and we are so grateful for the trust you place in [our ranch](#) and [our beef](#).

To show our appreciation, we are hosting an **exclusive VIP appreciation dinner** for our customers who have purchased from us multiple times this year. This special evening is our way of saying thank you and celebrating the strong community we've built together.

Guests will enjoy a delicious catered dinner, live music, and a cash bar. We'll also be giving a special presentation on the latest updates in our [regenerative ranching practices](#), sharing how your support helps us continue to improve the land and raise the highest quality beef.

If you are a qualifying customer, please keep an eye on your inbox! We will be sending out an exclusive email invitation soon with all the details for this special event. We can't wait to celebrate with you!



Last call for [half](#) and [whole](#) beef shares!

If you've been thinking about stocking your freezer, now is the time! We have a very limited number of half and whole beef shares left for the season. This will be your last chance to secure a bulk order until we begin processing again in the spring.

Claiming a [half](#) or [whole](#) beef share is the most economical way to enjoy our high-quality, grass-fed and finished, [regeneratively-raised](#) beef. Don't miss out on filling your freezer with your favorite cuts to last you through the winter!

To reserve a remaining share before they're gone, [CLICK HERE!](#)

Wishing you and your loved ones a wonderful and relaxing Labor Day weekend. We hope you get to enjoy some well-deserved time off, great food, and good company. Thank you for being such a valued part of [The High Lonesome Ranch!](#)

Warm regards,

[Ace Hartsock](#)

Ranch Services Director

