



DOUBLE R RANCH®

Northwest Beef



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NORTHWEST BEEF. BEYOND BELIEF.



A TRUE  
TASTE OF  
THE PACIFIC  
NORTHWEST

Born in the heart of Washington State, Double R Ranch represents the finest expression of Northwest beef. Behind the name stands **Agri Beef**, a **family-owned and vertically integrated beef company** that has been raising premium cattle for over **five decades** from ranch to table, every step under one roof.

Unlike programs that rely solely on breed certification, Double R Ranch defines quality through **control, consistency, and craftsmanship**. Our beef is the result of generations of ranching expertise, sustainable practices, and a deep respect for both animal and land.

## WHAT MAKES DOUBLE R RANCH DIFFERENT

### 1. VERTICALLY INTEGRATED EXCELLENCE

From genetics to feeding, processing, and distribution, every link in our supply chain from ranch to table belongs to the Agri Beef family. This full integration ensures absolute **traceability, consistency, and quality control** that few producers can match.

### 2. THE NORTHWEST ADVANTAGE

Raised in the pristine Okanogan region and throughout the Pacific Northwest, our cattle thrive in a mild climate with open rangeland and abundant natural feed sources such as **wheat, barley, potatoes, and hay.**

This unique terroir delivers beef with **exceptional marbling, tenderness, and delicious experience.**

### 3. FAMILY-OWNED HERITAGE

The brand pays tribute to **Robert Rebholtz Sr.**, Agri Beef's founder, whose vision continues through his son Robert Rebholtz Jr. and family.

Together, they've built a **legacy** centered on **integrity, responsibility, and excellence**, setting new benchmarks for high-quality American beef



## RANCHING & BREEDING

Our **100,000-acre** Double R Ranch in Loomis, Washington, serves as the blueprint for sustainable ranching. With advanced **pasture and water management systems**, we raise both crossbred and purebred cattle selected for **balanced** growth, health, and marbling potential.

## NUTRITION & FEEDING

Through our company's **PerforMix Nutrition division**, we formulate precise cattle ration supplements of vitamins and minerals suspended in sweet molasses for overall palatability. Owning and operating our own feed yards allows us to guarantee a **consistent diet and humane care**, while partnering with local farmers to source regional grains.

## PROCESSING & QUALITY ASSURANCE

At our Washington Beef and **True West Beef** facilities, more than **24 food safety intervention** steps and sophisticated tracking systems safeguard every cut.

Each plant undergoes a full **8-hour sanitation cycle daily**, a key benefit of our one-shift production plants, ensuring uniform quality and the **highest food-safety** across all production.



OUR COMMITMENT  
FROM RANCH TO PLATE



## UNWAVERING PRINCIPLES

### RANCHING & BREEDING SUSTAINABILITY FIRST

We are stewards of the beautiful Northwest. Our focus on sustainable practices reduces natural resource use, preserves local ecosystems, and ensures that the **ranching tradition endures for future generations.**

### ANIMAL WELFARE

Exceptional beef begins with **exceptional care.** Our teams are trained and certified in humane handling, ensuring animals are treated with **respect, comfort, and dignity** throughout their lives.

### QUALITY WITHOUT COMPROMISE

Only, **Prime & Choice** are qualified for the Double R Ranch label. Our Signature Choice and **USDA Angus verified programs** reflect our dedication to flavor, texture, and juiciness that exceed expectations, always tender, **always memorable.**

### BEYOND CERTIFICATION. BEYOND EXPECTATIONS.

While some brands define themselves by breed, Double R Ranch defines itself by process. Our **integrated beef supply chain**, regional feeding program, and family-driven philosophy deliver beef with unsurpassed consistency and integrity, an American original **from pasture to plate.**



## THE AGRI BEEF STAR COMMITMENT

### SUSTAINABILITY

protecting resources and communities.

### TRACEABILITY

ensuring integrity from ranch to table

### ANIMAL WELL-BEING

raising cattle responsibly and humanely.

### RESPONSIBILITY

doing what's right for partners, people,  
and the planet.

"Over time, many things may change as we strive to achieve new levels of quality and excellence. But we won't change our core fundamentals our integrity and highly motivated team."

ROBERT REBHOLTZ SR.