

# PF MEAT CO.

## QUARTERLY NEWSLETTER | APRIL 2023



Floyd Ashley, Charlie Wilson, Jeb Barrett, Austin Snow

### PURPOSE DRIVEN FARMER APPROVED

"Everyone at PF Meat Co. is excellent to work with. The cuts and packaging are top quality."

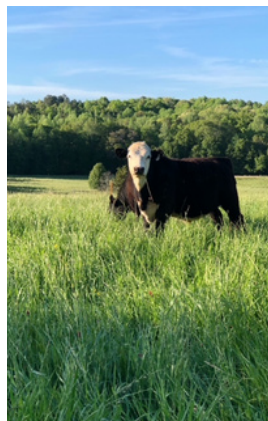
Ronnie Smith  
H & R Family Farm  
Sunset, SC

### *New Beginnings*

Spring is a beautiful reminder that all forms of life are given the chance to begin again. Once barren trees send out their showy blossoms, the pastures turn from ruddy brown to vibrant green, and our cattle begin shedding their winter coats anticipating the heat of summer.



The gift of new beginnings is happening all around us, and every day we wake up, we too are given an invitation to begin again. A renewal of our mind, body, soul and spirit. A new day to engage with our Creator and creation, learning something new about ourselves and the world around us. Spring is a time to celebrate the gift of growth and change. We hope this season brings you lots of new beginnings that will give you the freedom to dream, build, and live a life full of great purpose!



1

The most recent beef and pork cut sheets are available on our website

2

Fill out a contact form on our website to request an appointment

3

Appointments for July - December 2023 will open up on April 10th

# FEED & SEED

Fresh food for local families  
Support for local farmers

## *Feeding the Community*

### **New Partnership with Greenville's Feed & Seed Non-Profit Food Hub**

Feed & Seed of Greenville is on a mission to increase food security, support local farmers, promote healthier lifestyles and stimulate the local economy.

When Adam Sturm, Director of Operations for Feed & Seed, presented us with an opportunity to partner with them, we jumped at the chance to help support this dynamic vision.

PF Meat Co. also partners with a network of farmers to provide local, healthy beef and pork for our communities, so we were in a perfect position to round up large quantities of product to bring to the table.



Feed & Seed's Food Hub - located at 701 Easley Bridge Road, Greenville, SC. For more information, please visit their website at [www.feedandseedsc.com](http://www.feedandseedsc.com)

So far this year, we have been able to distribute 1000 lbs of sausage and 400 lbs of ground beef to several food banks across Anderson, Pickens, Oconee and Greenville county, including The Storehouse of 5 Points Church, and The Community Food Bank of The Freedom Center.

If your farm is interested in becoming a part of our network of farmers who will contribute to this mission, please contact PF Meat Co.

## **PURPOSE DRIVEN FARMER APPROVED**

### **Value Added Meat Products**

Back in February, PF Meat Co. owner, Donald Snow and Head Butcher Floyd Ashley took a trip to Kansas City, MO to attend a Meat Science class held at UltraSource. During their 3-day class, they had the opportunity to interact with industry experts, creating 21 different artisan meat products from start to finish.



PF Meat Co. plans to create our own signature value added meat products for direct sales, as well as offer value added options for our processing customers. Stay tuned!



## Two Stories of Redemption

*With Easter season upon us, we felt it would be fitting to share two remarkable stories of redemption from two of our employees. No matter where our stories have taken us, there is always hope in the life changing power of Jesus and His ability to bring beauty from ashes. When we put our trust in Jesus, He alone can change our destiny.*

### Employee Spotlight - Floyd Ashley aka "Benji" - Butcher

Floyd Ashley is a 3rd generation butcher who grew up working alongside his father at their family business, Ashley's Meat Market in Honea Path, SC. Floyd is incredibly knowledgeable within the meat business, and has mastered the art of cutting meat. PF Meat Co. is proud to have Floyd on our team.

Some of you may know that Floyd "Benji" operated Anderson Frozen Foods, in Anderson, SC for many years and lost his meat business due to drug and alcohol addiction. After 16 months of negotiations, PF Meat Co. bought the harvest facility that Floyd previously operated. Owners Donald & Colleen Snow spent time with Floyd after his recovery and determined that PF Meat Co. would be a healthy environment for him to work, giving him structure and a chance to begin again.

Floyd has battled addiction his entire life. His attempts to keep the addictions at bay created more space for Floyd to rationalize his compulsive behavior. He tried to sidestep this unbalanced life by pursuing admirable ambitions, including graduating from Anderson University with a seminary degree. But the shadow of addiction was forcing Floyd into dark places. The unsurmountable pressures of running his meat business began taking a toll on him mentally and physically, and he began a downward spiral that cost him everything. His marriage fell apart, he lost custody of his kids, he lost his home and his business. He was on the road to destruction. He believed that this life, the nightmare he was living in, was the only way it could be. He had lost all hope.



One afternoon Floyd and his wife, Ashley, were having a terrible fight. Ashley threatened to call the law. So, Floyd screamed, "Then call the law!" Well, Floyd's phone was open and heard that statement and actually called the police! A few moments later, officers showed up at their address and Floyd was arrested. He spent the next two months in jail which gave him time to become clear minded and make some important decisions. He found U Turn For Christ, a Bible based rehab program in Lexington, SC. He would spend 7 months there learning about his addiction, re-framing it as "sin" and understanding the gift of repentance, and working through steps to stay sober. He also attended anger management classes as well as Upstate Fatherhood Coalition. When he graduated these programs, he was reunited with his wife and kids. He has connected with a local church, and is actively seeking the Lord through reading the Bible and prayer. His whole outlook on life has completely changed. He now knows that when life leads you to dark places, there is another way, there is hope. His name is Jesus.

Beginning this year, Floyd will pursue speaking opportunities to share his story, giving hope to those who need it most.



## *Two Stories of Redemption... Continued*

### **Employee Spotlight - Charlie Wilson - Butcher**



*Charlie & Monica Wilson*

*Anyone who knows Charlie, loves his vibrant personality and the incredible energy he brings into every room. His new identity is clearly seen through the way he serves others.*

Charlie's career as a butcher began back in 1981, working with several big box grocery stores over the course of 42 years. Managing large teams and working under strenuous expectations led Charlie to turn to alcohol to cope with the stress of daily life. The choice to drink heavily led to a terrible strain on his marriage and family, which eventually led his wife, Monica, to a breaking point, when she kicked Charlie out of their home.

Recognizing that he had lost his pride, his true self, and his family, Charlie was faced with the reality that he needed help. He chose to place himself under the care of professional counseling for alcoholism. After many months of small steps, Charlie began to repair the damage he had caused by earning back the trust and respect of his wife and children. In 2019, He and Monica made the decision to move to South Carolina to start over.

Charlie knew he had to surrender his whole life to Jesus. There was no other way to truly change without repentance and healing. He then plugged into a local church, began serving, and connected with a group of other men who are in recovery from addiction. Engaging in these healthy environments and his new found friendship with Jesus has allowed Charlie to walk with joy and freedom. Charlie's life purpose... "To help bring others to the Lord. I want to be an open ear to anyone who needs a friend."

***If you or someone you know is struggling with addiction, please reach out to someone who can help.***

#### **Recovery Resources**

- *U-Turn For Christ - 803-951-2197  
1156 Barr Road, Lexington, SC*
- *Alcoholics Anonymous - (864) 225-5044  
117 W. Calhoun Street, Anderson, SC*
- *Faith Home Christian Recovery - (864)223-0694  
144 Faith Home Road, Greenwood, SC*

#### **PF Meat Co. Company Creed**

We believe in purpose. Each one of us is born with an extravagant purpose to dream, build, steward and share the unique gifts that overflow from our hard work, making our world a better place. Understanding our purpose anchors our faith in the reality that we are all a part of something greater than ourselves. It defines our very existence as children of God, and illuminates our need for each other. Armed with purpose, every moment we steward becomes our legacy. We are a purpose driven people, motivated by faith, hard work, and integrity. What we do matters, but why we do it matters most.

**PF Meat Co. Harvest Facility**



In 2021, We purchased an existing harvest facility and 33 acres on Lebanon Road with a 5 year vision to build a brand new facility, which would include a state of the art harvest facility, processing facility and specialty retail market all in one location.

Until we move in that direction, PF Meat Co. is operating in two locations.

**Our HARVEST facility** is located at 2945 Lebanon Road, Anderson. At this location, we receive your animals, harvest your animals and hang your animals in the cooler to age.

**Our PROCESSING facility** is located at 305 O'Neal Street, Belton. We transport your animals from our harvest facility to this facility to process and package your orders. When your order is ready, you will pick up your order at this location.



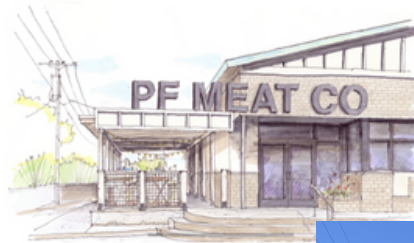
**PF Meat Co. Processing Facility**

# PF Meat Co.

## *Butchery & Specialty Market - Update*

Plans are coming right along with our new Market in Pendleton. The front porch seating area has been built and the glass windows and doors have been installed. The next step is to begin building out the inside. The 15 door cooler / freezer will be installed soon and then we can begin laying out the floorplan. The butcher counter will be the center of attention, with fresh meat cuts, signature smoked sausages and our brisket burgers, hopefully becoming neighborhood favorites!

We will be working with over 100 different local and regional small businesses to bring fresh, source-identified food items to the table. Owners Colleen Snow and Desiree Werth will be operating the market and hope to be open by late spring!



233 E. Main Street Pendleton

### **P F Meat Co. Hours of Operation**

Processing Facility  
(Belton)

- Monday 7am - 4pm
- Tuesday 7am - 4pm
- Wednesday 7am - 4pm
- Thursday 7am - 4pm
- Friday 7am - 2pm

Harvest Facility  
(Anderson)

- Drop off every  
Monday 4pm - 6pm

[www.pfmeat.com](http://www.pfmeat.com)