As corporate farms have led to the decline of the family farmer in America, two Pottawattamie County farms have persevered. Just outside of Council Bluffs, the Larson and Driver families have long histories as multigenerational livestock farmers. Jake Driver and Rick Larson are proud of their Pottawattamie County roots, like their families, both are graduates of area schools and are involved in many activities and events supporting the greater Council Bluffs community.

The similarities between Rick and Jake don’t end with their upbringings – both men are passionate about their mission to provide others in the Council Bluffs region, with the type of beef they were used to eating while growing up. For several years they had different ideas on how to bring their visions to life, but when Driver and Larson came together to share ideas – Rustic Cuts came to life.

Rustic cuts opened in December of 2018 and employs several full and part-time staff. Should you stop by Rustic Cuts on any given evening or weekend, you’ll probably be helped by Jake and his wife, Kristie or Rick and his wife, Sheryl, as the owners are very involved – from working the meat counter, answering customer questions, or just chatting with their customers, it’s obvious that Rustic Cuts is a true family affair.

The farm-to-table (or farm-to-fork) movement has been gaining swift momentum to the mainstream consumer since the early 2000s. The local economic, environmental, and health benefits, not-to-mention, better taste – have led to a boom in demand. These benefits are the foundation for Rustic Cuts; the mission to provide quality meats from their farms to your table, is a concept Rick and Jake are passionate about. “Knowing where your food is coming from is important to today’s health conscious consumer, Rustic Cuts is bringing back the neighborhood meat market with a refreshing and innovative twist”, Paula Hazlewood, director of Advance Southwest Iowa Corp, remarked.

The owners of Rustic Cuts said, “Since the day we opened the doors, we have been very pleased with the community’s embrace of our butcher shop. We are blessed to have such a warm community welcome and a wonderful following so early in our existence”. Aside from the community favorite and their specialty, *The Rustic Cut* (a bone-in center sirloin with a tenderloin attached), roasts, tomahawks, steaks, beef sticks and jerky are also popular with customers. Rustic Cuts is now making their own breakfast sausage, beef and pork Italian sausage, pork, and bratwurst. They will continue to add to their product offerings based on demand, with plans to add cheeses, spices, and smoking pellets in the near future.

Rustic Cuts is concerned that customers aren’t getting the cuts of meat they want. They will educate the customer on where your meat is truly coming from and provide a quality of meat most customers haven’t had access to… until now! All of Rustic Cuts’ meat comes direct from their own private stock and is dry-aged from 14-21 days, before making its way straight to your table. When asked what they want the community to know, the owners said, “We want to earn your business and we feel that our product quality will help us do that”.

“Our meat will not only taste better, but will be healthier for your family. We are raising the bar on how to get healthy, natural meat from Our Farm to Your Table”.  Rustic Cuts is located at 501 Veteran’s Memorial Highway in Council Bluffs and is open EVERYDAY from 10:00 AM – 7:00 PM.