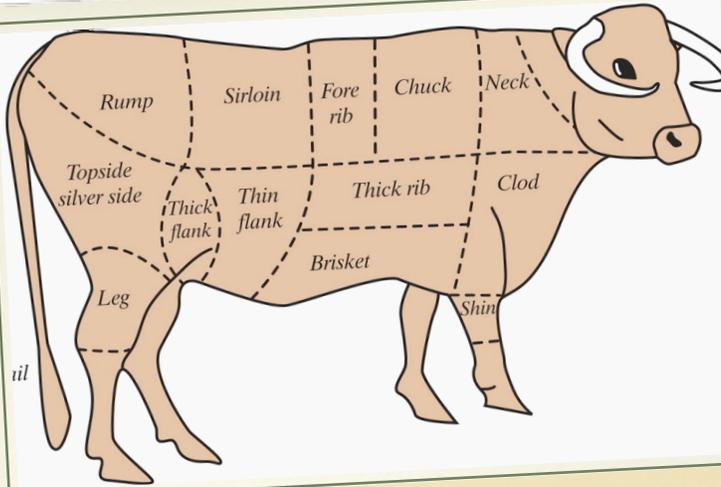


JUNE 2013

GRASS FED BEEF

Expectations for Grass Fed Meat Eaters



VARIATION, VARIETY, & QUALITY

“The only time to eat diet food is while you're waiting for the steak to cook.”

— Julia Child

MAKING YOUR MEAT COUNT!

What to Expect

#1: Expect Variation

Commercially grown animals are raised in controlled environments: same feed; same grains; same antibiotics. This allows commercially produced meat to possess one thing: *consistency*.

Grass fed beef, by way of contrast, is anything but consistent due to the differences in weather, grass, and water.

So, **expect variation** and learn to taste the difference. Our meat will taste different than the uniformly tasting store bought stuff.

#2: Expect Variety

When you purchase a mixed quarter of grass fed beef, you will notice the wide variety of pieces in your order.

Yes, you will receive plenty of hamburger, but how often do you eat oxtail? Lingua (tongue)? Neck? Cross rib beef roast?

Since most stores don't carry these cuts, most people don't eat them, much less know how to cook them. So, **expect variety** and learn to cook the different pieces. Learn to eat from nose to tail!

#3: Expect Quality

Three things drive quality: (1) **Quality Genetics:** We raise only Angus steer; (2) **Quality Nutrition:** We only supply healthy grass & well water; (3) **Quality Harvesting** - We treat our animals humanely, dry age our meat, and butcher the meat for family size servings.

THE DIVERSITY OF GRASS FED BEEF

G rass fed beef possesses a number of superior qualities when compared to commercially produced meats--the biggest of which is far better nutrition. Most meat in the U.S. is produced in Concentrated Animal Feeding Operations (CAFOs) where animals are raised in controlled environments: *same grain, same corn, same antibiotics, same, same, same.* CAFOs are looking for one thing: *consistency.*

Grass-fed beef, by contrast, is not consistent in its flavor and characteristics...and it should not be! Due to the wider range of genetics

in animals raised by sustainable ranchers, and due to the diversity of grasses eaten by the animals, grass fed beef will always taste *unique* to each ranch.

For grass fed meat lovers, our expectations need to be adjusted away from thinking meat must always taste the same. We should think diversity like “fine wines,” not consistency like “McDonalds.” The “inconsistencies” of grass-fed beef should be one of many prized qualities. The specific types and quality of grasses at each ranch shapes the flavor and marbling of the meat.