



Princess Beef Newsletter

SUMMER 2006

HOUSEWEART/ALLEN RANCHES

The great news this year is that Ira's Father gave us enough cows to produce all the Princess Beef animals. We have been slowly working toward this goal and that of producing the perfect grass-finished animal. Also, we now use only our own bull that was selected for grass-finishing genetics. Since we don't have to buy calves, we are out of the commodity market except for selling culls (non-producing, old or sick cows). This means Princess Beef price will be affected by how much it costs to raise the animal and not how much it costs to buy the calf.

The not so great news this year is that we are starting off our growing season hot and windy. The drought hangs on in western Colorado and the area also is in extreme fire danger. The Allens, who lease pasture to us for the Princess Beef herd and two other families' animals, had to turn some of the other families' animals away because there wasn't enough spring pasture for all this year. Without some good rain, it is possible that there will be little hay to be put up this year and the fields just will be grazed.

On a more positive note, we had a good calving season. We brought the cows that were calving for the first time down to the Houseweart Family Ranch, so we could watch them closely. (A nice bonus is the fact that Grandad Bill is a vet!) The older cows stayed at the Allen Ranch and calved on their own. We assisted in only one birth on a first calving heifer and we had a set of twins from one of our older cows. All are looking happy and healthy.

The entire herd is together again on the organic pastures at the Allen Ranch, where, huge thanks to Steve Allen, they are moved to fresh pasture every few days in order to continually eat top quality forage and not overgraze. I miss moving the electric fences myself, but our little girls are my priority. The Princess Beef yearlings are gaining

Hello,

I hope all of you are enjoying this season of cooking out with your Princess beef!

I keep thinking that life will slow down enough for me to write a real newsy letter but it feels like it is speeding up instead. On January 30th Ira and I had our second daughter, Cecelia Marie. With Izzi and CeCe just 22 months apart, the last 4 months have been hectic but wonderful at the same time.

For those of you who are new to my mailing list, I write a newsletter a couple of times a year to help customers get to know me and understand how I raise the Princess Beef herd. Since the two little girls have me "maxed out," this is "short and sweet," but I hope it gives you some insight on our grass-finished beef.

I will be sending out my brochure and order form shortly. I only kept one extra animal for butchering this year as I am maxed out on what all I can get done with the two girls.

Last year I sold out early so when you receive your order form, please send it back as soon as possible.

If you don't want to wait for the "snail mail" order form, you can print one from our web site, princessbeef.com.

Thanks to all who have already done so and have sent deposits early to reserve beef!

Enjoy,
Cynthia Houseweart

weight and fattening up! These animals will graze until October. We have pushed all the butcher dates to October because this has consistently been the best finishing month for great beef.

GRASS-FED BEEF

There are many health benefits to eating grass-finished beef (get a complete list from eatwild.com or princessbeef.com). A

surprising one is the fact that it is much higher in a number of antioxidants in the carotenoid family, the most familiar being beta-carotene. "Fresh pasture offers hundreds of times more of these nutrients than a standard feedlot diet," explains Jo Robinson in her book, *Pasture Perfect*. Grass-fed meat has up to four times more beta-carotene than conventional feedlot meat. You can see the difference in the color of the fat. The more carotenoids the more yellow the fat is.

A diet rich in carotenoids lowers the risk of cataracts and macular degeneration and lowers the risk of breast cancer.

WILDLIFE

It's the season for robins, wrens, meadowlarks and blue birds along with those feisty hummingbirds! Bucks are in early velvet and soon we may catch a glimpse of a fawn. Every morning and evening I walk our dogs to the end of our property where we have a pond and large wood pile. Each time two large brown marmots whistle at us. They have made a game of calling to the dogs and then ducking into the wood pile as soon as the dogs head in their direction.



734 cow and her twins.

OF SPECIAL NOTE

There are several changes to Princess Beef this year.

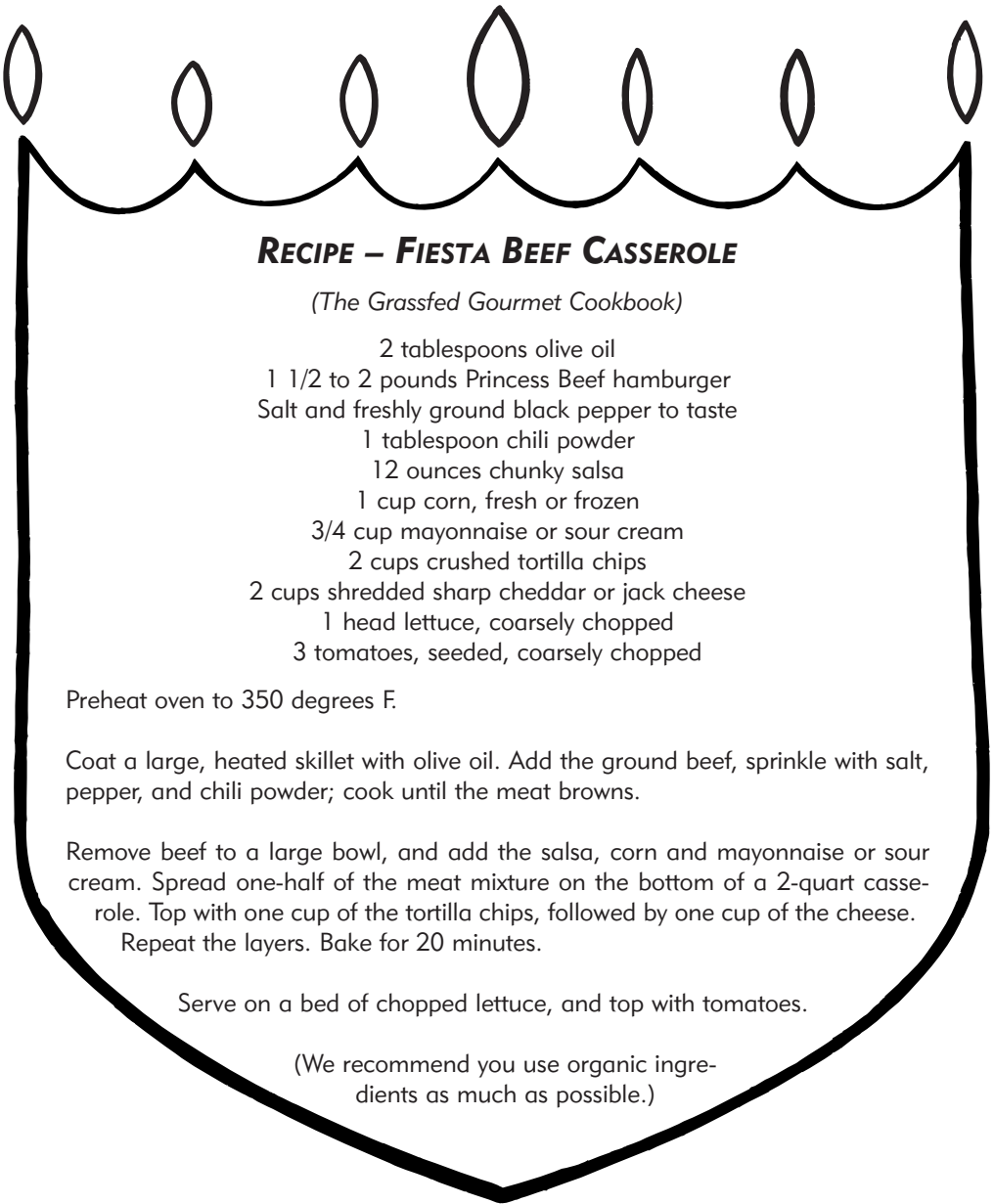
1. Our beef is now \$2.75 a pound hanging weight instead of \$2.50. Our butchering costs keep rising and we can no longer take that price hike ourselves. A split quarter will average around \$343.75. That makes the actual cost per pound around \$5.50. (Remember, this is for filet mignon as well as hamburger.)
2. The deposit is now \$100.00 instead of \$50.00. This will be helpful for us when we pay for the butchering.
3. Princess Beef has grown beyond what our small local butchering plant can handle. So, half of my animals will be butchered in Crawford, Colorado. I'm taking the other half to a butcher in Fruita, Colorado.
4. The standard packaging will have steaks "boned out". This means unless you order a half or whole beef and request "bone in" you will receive New York Strip and Filet Mignon instead of T-bones.
5. If you live in Denver, Montrose, or Grand Junction, we'll contact you a month before your beef will be ready to set a date and time we can meet in a central location for delivery. If you can't make our rendezvous, please have a friend or family member do so. Since we are such a small operation, once we begin deliveries, it is imperative that we stay on schedule.

WORTH CHECKING OUT:

The Omnivore's Dilemma, by Michael Pollan

Pollan discusses how our food is grown. What I found most interesting was his explanation of how little difference there is between conventional farming and organic farming now that big industries have jumped on the band wagon. Dry lot dairies, confined chickens, and broad-acre corporate produce farms are most of the certified organic suppliers to stores like Whole Foods, not the small family owned farms and ranches we think of when we buy organic food. The factory farm model is still in use.

*When you purchase Princess Beef, you are helping to support a family of four and that



RECIPE – FIESTA BEEF CASSEROLE

(The Grassfed Gourmet Cookbook)

- 2 tablespoons olive oil
- 1 1/2 to 2 pounds Princess Beef hamburger
- Salt and freshly ground black pepper to taste
- 1 tablespoon chili powder
- 12 ounces chunky salsa
- 1 cup corn, fresh or frozen
- 3/4 cup mayonnaise or sour cream
- 2 cups crushed tortilla chips
- 2 cups shredded sharp cheddar or jack cheese
- 1 head lettuce, coarsely chopped
- 3 tomatoes, seeded, coarsely chopped

Preheat oven to 350 degrees F.

Coat a large, heated skillet with olive oil. Add the ground beef, sprinkle with salt, pepper, and chili powder; cook until the meat browns.

Remove beef to a large bowl, and add the salsa, corn and mayonnaise or sour cream. Spread one-half of the meat mixture on the bottom of a 2-quart casserole. Top with one cup of the tortilla chips, followed by one cup of the cheese. Repeat the layers. Bake for 20 minutes.

Serve on a bed of chopped lettuce, and top with tomatoes.

(We recommend you use organic ingredients as much as possible.)

family's belief in a future for small family farms that exist by producing healthy land, animals, and food.

QUOTE

"It just makes sense... When animals are raised on rich grasses and forges, and on open land, free from stress, they produce meat that is rich and flavorful, and most importantly, good for you. And when you buy grass-fed meat that is raised by a rancher here in the Southwest, you are supporting our ranching families and a way of life that is the heart and soul of the American West."

— Southwest Grass-fed Livestock Alliance or "SWGLA"

WEBSITES

princessbeef.com
eatwild.com

FOR MORE INFORMATION

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