



Princess Beef Newsletter

WINTER 2007

★ QUOTE

"The best way to predict the future is to create it."

— Peter Drucker, author, management consultant

★ HOUSEWEART/ALLEN RANCHES ★

With our two little girls (ages 1 and 3) this has been an extra busy but enjoyable year. I cannot thank Steve Allen and his ranch hand, Carroll Lynch, enough for doing all the electric fence moves and keeping the cows fat and happy on fresh pasture. And thanks to my husband Ira, who took time from his metal works business to help take the animals to the butcher and pick up the frozen beef.

The 2006 Princess Beef season would not have been so smooth and successful without all this wonderful assistance.

What started out as a dry spring in the North Fork Valley, ended with a summer getting much needed moisture. The Allen Ranch looked absolutely gorgeous this year, as it stayed green longer than I have seen for years.

We haven't had the tons of snow that fell on the eastern part of Colorado this winter but still it has been snowy enough and pretty cold. The Princess cows begin calving the middle of March and I am hoping that the longer days we will bring more sun to warm up the ground for the new little calves. I will bring the young cows that have never calved down to our place so I can help if need be. They will return to the Allen Ranch after they have calved. The cows that have proven they can have a calf unassisted will be left at the Allen's to calve on their own. Our bull which we purchased specifically for raising 100% grass-finished beef, produced low birth weight calves last year. Low birth weight enables the cows to calve unassisted.

The big news on the Allen Ranch is that Steve and Rachel purchased a flock of goats. Goats, unlike cows, are "browsers" that eat brush and various weeds. The thought is they will eat the Russian



Izzi and the goats with Princess Beef yearlings looking on.

Hello,

My eighth year of selling beef was a success. In 1999 I sold beef to 12 customers. This past year I had 50 and was sold out in August.

2006 was one of my better seasons to finish beef animals on pasture. There was more snow and rain on Fruitland Mesa, where the Allen Ranch is located, than in many years. In fact, the Allen Ranch had almost twice the average annual amount of moisture. The result was the beef animals grazed on lush grass/alfalfa pastures from spring to fall.

I am pleased to report that I have had more e-mail requests for beef than ever before. Consumers are looking for something different and healthy.

Even Wal-Mart now has a large "organic" section in its stores. This is a step in a positive direction. However, I feel there is a huge difference between simply "organic" and organic using SUSTAINABLE agriculture.

Think about this: How much fossil fuel does it take to drive a calf from a ranch to a feedlot, feed it corn and grain raised using fossil fuel products, drive it to the slaughter house, drive it to a wholesaler, and lastly drive it to the grocer?

Princess Beef animals are raised and finished on organic pasture, driven to the butcher plant and then to you with a minimum use of fossil fuel.

The Princess Beef operation uses natural solar energy. As Kit Pharo of Pharo Cattle Company explains of grass-finished beef, "We use perennial and/or native forages to collect the solar energy. Then we use animals to turn that free solar energy into a high-protein food product. Properly done, the plants and the animals do nearly all of the work."

When you purchase Princess Beef, you are helping support a family of four and that family's belief in a future for small family farms that exist by producing healthy land, animals, and food.

I hope you all are enjoying your beef! If you have any questions, comments, or a recipe I can add to our web site please let me know!

Enjoy,
Cynthia Housewart

knapweed that is covering much of the ground that isn't irrigated. The goats will help control this invasive plant. Also there will be income from the sale of "kids" produced each year.

The goats have been more work than anticipated because they are having babies in the middle of one of the coldest winters we have had in a long time. For the Housewarts who are just watching from the sidelines, it hasn't been a negative thing. Izzi, our oldest, couldn't be happier going into the nursery pen and having little "kids" try and suck on her pant legs. CeCe, our one year old, loves watching the baby goats leaping around with their long ears flopping.

Here at the Housewart Ranch we continue fixing and changing things to fit our needs. Although my husband Ira has been busy with his custom ironwork, he has taken time to replace some of the worn sides of our old wooden corral with ones made from drill stem. Our future projects include adding a barn that can be a calving area for our young cows, and a chicken coop where our girls can collect fresh eggs.

★ GRASS-FED BEEF ★

For those of you who are new to my newsletter, I like to write about one or two of the attributes of grass-finished beef. There are many and you can get

a complete list from eatwild.com or princessbeef.com.

Beef from cattle raised on pasture have more vitamin E. As Jo Robinson researched for her book, *Pasture Perfect*, "Grass-fed animals have more vitamin E than grain-fed animals for a very good reason: grass and clover have 20 times more of this nutrient than corn or soy, the main ingredients in a feedlot diet. Grazing cattle consume as much as 1,000 IU of vitamin E each day, 10 times more than found in a typical feedlot diet." The more vitamin E in the feed, the more in the meat we eat.

Vitamin E boosts our immune system, protects us from free radicals and may lower our risk of heart disease.



WILDLIFE

This is the time of year Ira drives with the speed of a tortoise to the Allen ranch so he can spot the largest bucks along the way. We have seen some beauties. The elk have moved onto the Allen's as well. Just recently Rachel Allen called to tell us the Colorado Division of Wildlife was just down from her house shooting nets from a helicopter in order to tag and radio collar them. They are hoping to track their movement as they move about on private ground during the winter.

Back at the Houseweart Ranch, a red fox recently has been "tagging along" on my walks with the dogs. Once he came within about thirty feet and we just stood there giving each other quite the "once over" before he dashed off across the field.



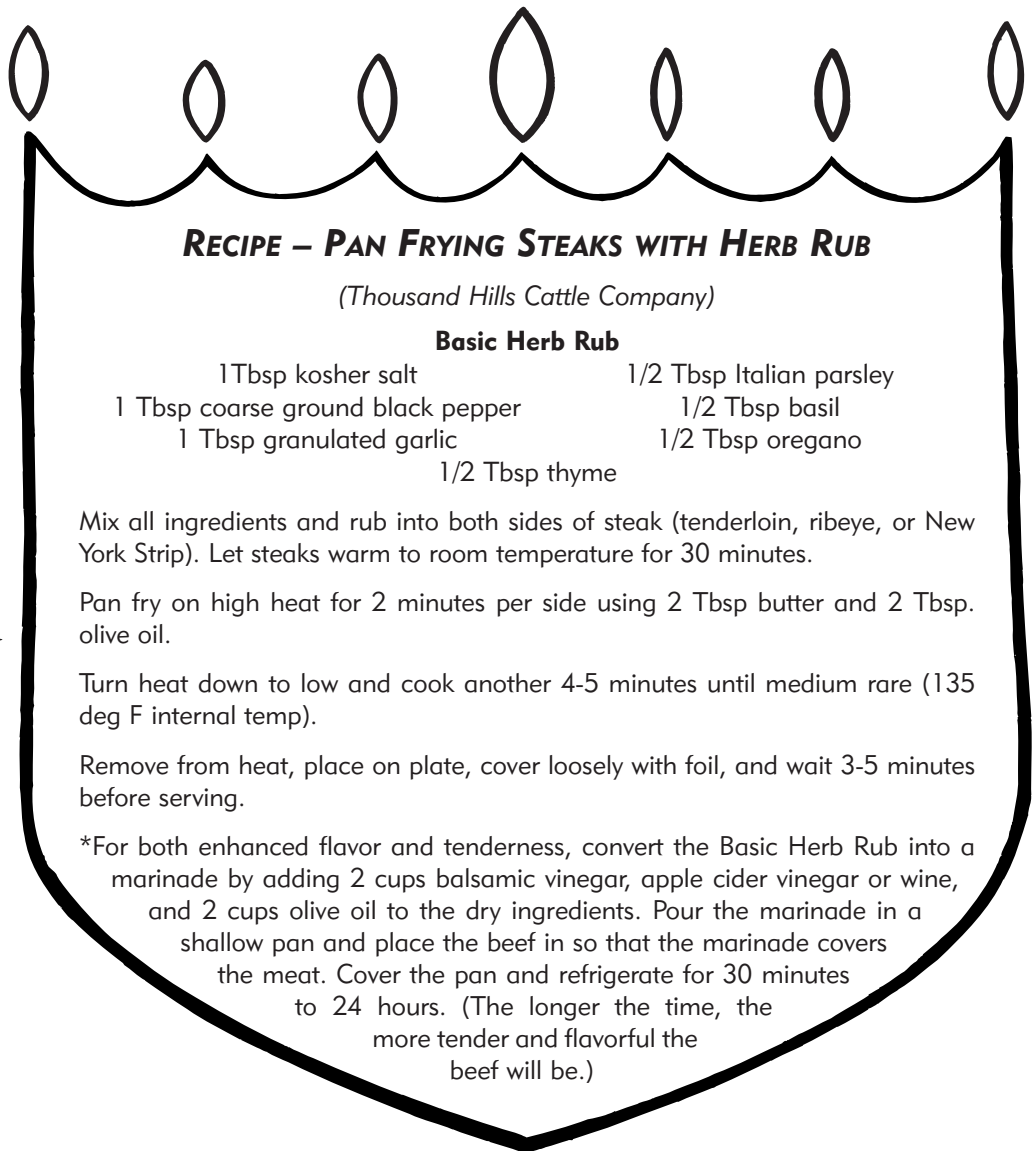
OF SPECIAL NOTE

I tried out a new butcher this year and have had positive feedback. Having outgrown what my small Crawford butcher can handle, I am now taking my animals to Mountain Meat Packing located in Fruita, Colorado. With Mountain Meat's larger plant capabilities, I should be able to deliver all my beef in the month of October.

I was pleasantly surprised with my Denver delivery this year. My original planned delivery day brought the first blizzard of the year, but everyone was able to postpone and meet a day later. Thanks



Cynthia Houseweart
32282 J. Road
Hotchkiss, CO 81419



RECIPE – PAN FRYING STEAKS WITH HERB RUB

(Thousand Hills Cattle Company)

Basic Herb Rub

1 Tbsp kosher salt	1/2 Tbsp Italian parsley
1 Tbsp coarse ground black pepper	1/2 Tbsp basil
1 Tbsp granulated garlic	1/2 Tbsp oregano
1/2 Tbsp thyme	

Mix all ingredients and rub into both sides of steak (tenderloin, ribeye, or New York Strip). Let steaks warm to room temperature for 30 minutes.

Pan fry on high heat for 2 minutes per side using 2 Tbsp butter and 2 Tbsp olive oil.

Turn heat down to low and cook another 4-5 minutes until medium rare (135 deg F internal temp).

Remove from heat, place on plate, cover loosely with foil, and wait 3-5 minutes before serving.

*For both enhanced flavor and tenderness, convert the Basic Herb Rub into a marinade by adding 2 cups balsamic vinegar, apple cider vinegar or wine, and 2 cups olive oil to the dry ingredients. Pour the marinade in a shallow pan and place the beef in so that the marinade covers the meat. Cover the pan and refrigerate for 30 minutes to 24 hours. (The longer the time, the more tender and flavorful the beef will be.)

to all of you who met me at my parent's house at the appointed hour! You really helped eliminate the stress of delivering all the beef under those winter storm circumstances.

In 2006 my beef averaged 511 pounds hanging weight per animal. At \$2.75 per pound hanging weight, this came to around \$351.00 for a split quarter. The price will not change for 2007.



WEBSITES

Princessbeef.com
Eatwild.com
Stockmangrassfarmer.com



QUOTE

"One thing that we have here in the West is grass. If we find the right balance between plants, animals, water, and humans, we'll

not only improve our environment, we'll also enjoy our food more, support our ranching communities, and keep the West's striking vistas open and pure. That's what I call a good deal."

— Mark Winne, freelance writer living in Santa Fe, New Mexico



FOR MORE INFORMATION

Contact:
Cynthia Houseweart
32282 J Road
Hotchkiss, CO 81419
970-872-2144
CynthRanch@aol.com



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