



Our Beef is...

100 % grass-fed. No grain

All natural. No hormones or antibiotics.

Certified by A Greener world as 100% Grassfed and Animal Welfare Approved.

Fake Moos? (Part 2)

Last month I discussed the fake meat fad and one of the claims they make regarding its health benefits. This month I would like to address the other industry claim that fake meat is better for the environment. As I said last month, the first problem is that they are lumping everyone together in the beef industry.

As a chemistry geek, this topic really interest me. Hopefully, I won't bore you to tears on this one. I have read a lot of research on this and there are a couple of major flaws in the argument that the beef industry is responsible for a huge amount of greenhouse gas emissions (GHG). I have seen research saying that the beef industry is responsible for anywhere from 3 to 15% of all GHG, mostly due to the

emission of methane gas. Most of this research put a much stronger global warming impact on methane (up to 28 to 34 times) than carbon dioxide due to its heat absorbing properties. The problem with this is the methane degrades in the atmosphere relatively quickly, carbon dioxide does not and is cumulative. These factors skew the data to show a larger environmental impact from methane (and cattle).

Secondly, they assume all cattle are fed grain in feedlots and assign a huge amount of GHG (carbon dioxide) to the production, transport, and use of grains, fertilizers, pesticides, and herbicides, none of which are used in certified 100% grass-fed beef operations. One way to reduce rising CO2 levels in the atmosphere is to

increase the global storage of carbon in soil, which has a pleasant list of side effects: Enhanced carbon improves soil and water quality, decreases nutrient loss, reduces soil erosion, increases water conservation, and increase grass production. Grass-fed animals play an important role in maintaining key soil nutrients and soil health.



Finally, the eye test...Does this herd and the way they are being raised really look like an environmental disaster waiting to happen?

So, yes try the fake meat burger. My curiosity will probably win out and I will try it as well. But when you are ready for a truly delicious, healthy, and environmentally friendly 100% grass-fed beef burger, come see us.



What's New on the Ranch

We have almost finished our calving season. Only 5 cows left to calve. Although we did lose a couple of calves, overall it was a great calving season. Our cows are top performers!

We did haul all of our fall beef in October. The hanging weights were all at or above average. I did view some of the carcasses hanging next to some grain-fed beef. Over all the back

fat and marbling was very comparable. A big thank you to all of our fall customers! We hope you enjoy your beef.

We did have a couple of hay rides this fall. We were sorry to have to postpone one of them due to weather and many of you could not make it on the rescheduled date. Please come out and see us any time.

Beef Updates:

BULK BEEF

Whole, half, or quarter beef

- All the available 2019 beef has been hauled. We have all ready been taking some orders for Spring Beef. Let us know if you are interested getting on the Spring Beef list.
- We do require a \$100 deposit to reserve your beef in 2020
- We will need to know the amount your want (whole, half, hind quarter, or front quarter), your contact information, and which processor you would like to use.
- Please contact us with any questions whatsoever.

RETAIL BEEF

Cuts directly from MJ Ranch

- Our freezers have been restocked with fresh-frozen cuts here at the Ranch and we would welcome a visit from you to pick up some awesome beef.
- See our “Price List” on the website www.MandJRanch.com for pricing and to see what cuts we always carry.



Joyce’s Recipe Corner

Beef Rouladen

- ¼ C Dijon mustard
- 8 slices Top Round Steak, ¼ inch thick (about 2 lbs.)
- Salt and pepper to taste
- 8 Bacon strips
- 1 large Onion, cut into thin wedges
- 3 T Cooking oil
- 3 cups Beef Broth
- 1/3 C Flour
- ½ C Water
- Chopped fresh parsley, optional

Lightly spread mustard on each slice of steak; sprinkle with salt and pepper. Place 1 bacon strip and a few onion wedges on each slice; roll up and secure with wooden toothpicks. Brown in skillet in the oil; drain. Add broth; bring to a boil. Reduce heat. Cover and simmer for 1-1/2 hrs or until meat is tender. Remove meat and keep warm. Combine flour and water until smooth; stir into broth. Bring to a boil, stirring constantly until thickened and bubbly. Remove wooden picks from meat and return to gravy; heat through. Sprinkle with parsley if desired. (This is a great recipe and a good way to use round steak from MJ Ranch!)

Our beef is all 2-year old, 100% grass-fed Angus beef, that has **never** been fed grain, always been kept on pasture, never in a feedlot, no growth hormones or antibiotics, and always been given humane care....as certified by A Greener World. We have 2 certifications: Animal Welfare Approved (humane care) & Certified Grassfed (fed only grass/hay)!



Connect with us!

<u>Primary Business Address</u>	<u>Mailing Address</u>
3105 Wild Horse Road Lawrence, KS 66044	3380 Wild Horse Road Lawrence, KS 66044

Phone: 785-766-6043 (Mark)
 Phone: : 785-865-2503 (Mel and Joyce)
 Email: markwilliams6043@gmail.com
 Email: mj ranch66044@gmail.com

We’re on the web at www.mandjranch.com

And on Facebook and Instagram [@MJRanchLLC](#)