

T.O. Cattle Company, LLC



# MORRIS GRASSFED BEEF®

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*Cattle at the Kelly Thompson Ranch in Watsonville.*

## MORE “CSA STYLE” SPLIT HALVES AVAILABLE AND ADDITIONAL DELIVERY DATE SET FOR SEPTEMBER 3RD

After numerous requests, we have decided to add additional **CSA Style Split Halves** for this year. The first delivery date will be September 3rd and the remaining two will be on the same dates previously scheduled: November 4th and March 3, 2010. We also have **Traditional Split Halves** available for delivery on September 3rd, as well. Please visit our website for details: [www.morrisgrassfed.com/order.php](http://www.morrisgrassfed.com/order.php)

We also work closely with the following farms which offer CSA Style vegetable programs. We encourage you to check out their websites:

- Herbert Family Organic Farm: [www.eatwiththeseasons.com](http://www.eatwiththeseasons.com) ,
- Live Earth Farm: [www.liveearthfarm.net](http://www.liveearthfarm.net) and
- Two Small Farms: [www.twosmallfarms.com](http://www.twosmallfarms.com) .

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## GRAINFED—GRAIN “FINISHED”?

There's no difference. Anyone who tries to make this distinction is trying to pull a fast one. Virtually all beef that is not specifically grass "fed" or "finished" is fed grain for at least 120--and more than likely 150--plus days. And it all is done off the ranch. The problems begin here: the nutritional virtues of "grassfed" begin to diminish almost immediately when the animals are fed the new grain-based diet. Omega threes-gone; CLA-gone; beta carotene-gone; other fatty acids that researchers are finding in grassfed beef: all gone or significantly diminished as soon as grain is introduced into the animal's diet. Even larger problems are ecological, for as the cow leaves the ranch her relationship with her food, the land, water, air and people are all turned upside down.

How did this all come about? In the '30s and '40s the U.S. was in the middle of two world wars and was making lots of bombs for its defense. Ammonium nitrate was a compound that was used in the process of making bombs. As WW II ended, the current need for bombs was diminished. However, nerves were raw, and it was deemed prudent to maintain the capacity to make bombs should a new need to use them arise. In order to maintain the capacity to make bombs, the capacity to produce ammonium nitrate needed to be maintained. As all things are connected, defense policy melded with farm policy and a "need" to grow grain, particularly corn, was married to the "need" for bombs. The happy match-maker: the chemist that noticed that ammonium nitrate could also be used to "feed" plants as a source of nitrogen.

### PICTURES FROM THE RANCH



*Horses enjoy the ranch in San Juan Bautista*

*Story continued on page 2*

## BLACKENED RIB-EYE ROAST

- One Morris Grassfed Rib-Eye Roast
- 2 oz. Blackening Seasoning (Suggestion: Chef Paul's Blackened Redfish Magic in the Spice Isle at your Grocery Store)
- Olive Oil (enough to coat roast)
- Salt and Pepper

Heat oven to 375 degrees. Coat roast in olive oil and sprinkle with salt and pepper. Over the salt and pepper, sprinkle the Blackening Seasoning all over the roast. Place rib-eye on a roasting rack and put a half an inch of water in the bottom of the pan. Cook for 1 hour 15 minutes and use a thermometer to test temperature that it is rare in the center. Once out of the oven, let the meat rest for a few minutes before enjoying.



At the same time, life on the farm was changing. Horse-power was no longer supplied by equines but was more and more supplied by tractors. Traditionally, horses were the grain users. Every farm produced enough grain to feed the horses who would do the work on the farm. This made sense. As horses were replaced by tractors, the equation changed: farmers could now produce prodigious quantities of grain but had no animals to eat it. Again, policies were developed to deal with this new situation: let's feed corn and then feed cows the corn! The policies weren't holistic: they didn't address the cause; they didn't consider the whole ecosystem; and they didn't address the social consequences of the new policies. What they did was create a use for grain that was never needed in the first place.

How did this look to ranchers? One local rancher, Phil Stadtler, has written a memoir that includes a fascinating description of the government's efforts to sell the effects of these new policies. For example, he notes that people were used to "eating beef straight off the pasture," to beef that had the fat around the outside of the muscle. "When you eat it, and don't want any fat, you would cut it off." "The American public didn't like the marbled beef and started buying any kind of meat other than beef." Policy makers "didn't know what to do...and had a hard time getting rid of the marbled meat." So, they turned to marketing, creating the idea of "finishing" the animals, thus implying that the beef straight from pasture was "unfinished" and somehow inferior. When that didn't work very well, they set up another agency and a "grading" process that systematically compelled ranchers to try to produce--and consumers to buy--"choice" beef. This marketing campaign "ran for decades. "Over time, it worked. The American public was sold a bill of goods and a generation was convinced that marbled beef was best."

The final irony is then they noticed that people were dropping dead from the effects of heart disease, high cholesterol, and other health issues. Roosevelt forced the government to help finance feedlots just to get rid of the over supply of grain. His plan was to put the grain through cattle to "finish" the cattle. Instead he "finished" millions of Americans.

Has the pendulum swung far enough? Grass fed beef from holistically managed ranches is an antidote to so many of the world's major issues: excess carbon in the atmosphere; falling biodiversity; degraded water catchments; poor human health; centralized economic infrastructure. People are looking for it. We have 50 Morris Grassfed Beef split halves left. Let's help people find it!

Bon Appetit!  
Joe, Julie, Everett, Liz and Pattie