

# Princess Beef Newsletter

2014 NEWSLETTER



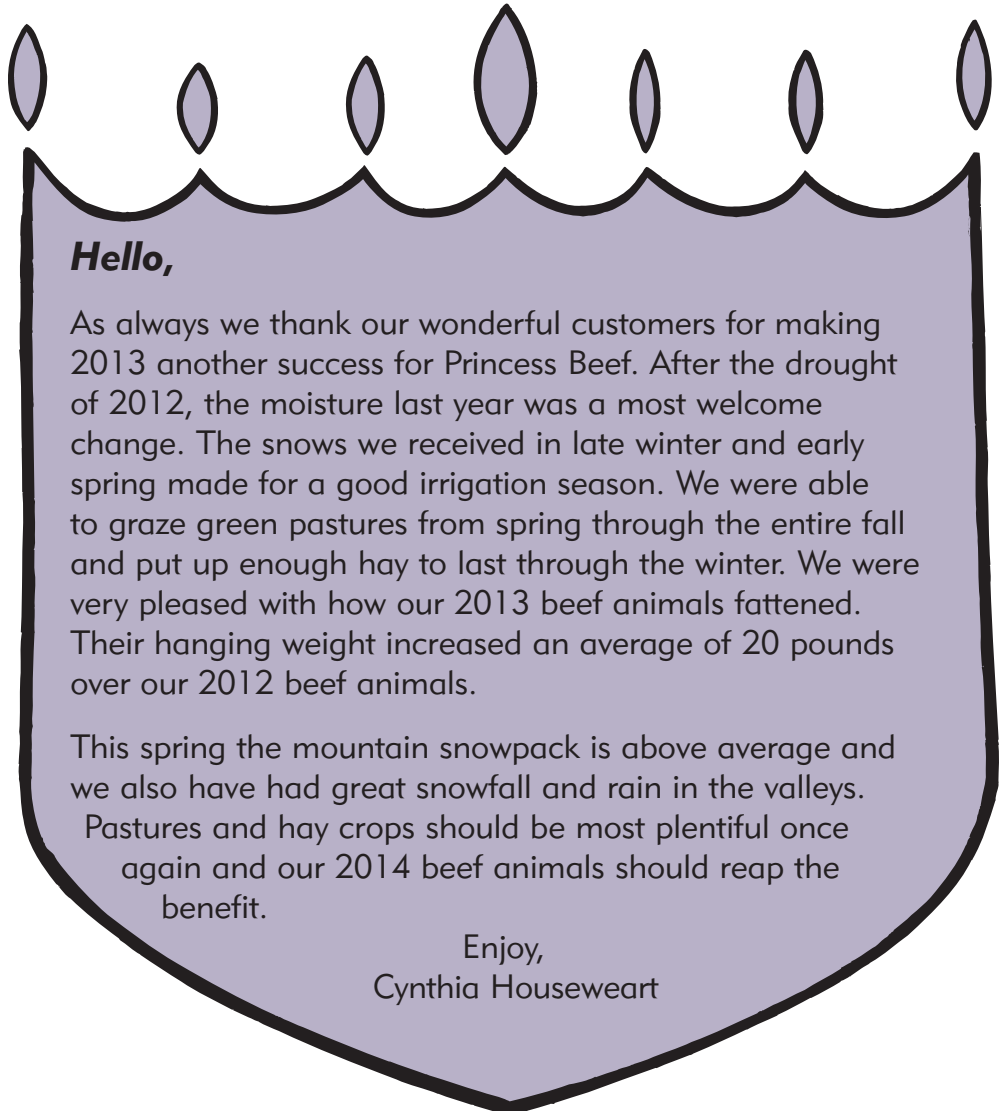
## HOUSEWEART RANCH AND ALLEN RANCH

During the terrible 2012 drought and again in the summer of 2013, Herz Farms in Paonia was an amazing asset for Princess Beef. And, Princess Beef was able to help improve the Herz Farms pastures with positive animal impact. Now, with our once parched land in Hotchkiss and Crawford in strong recovery, Dave Herz and Pam Ellison are going to devote their energies to reclamation work on their land where a major irrigation pipeline was installed a year ago. Our gratitude to Dave and Pam knows no bounds.

The Housewart Ranch and Allen Ranch are in very good condition to manage the Princess Beef herd this year. Steve and Rachel Allen will take care of the mother cows and this year's calves. At home Ira and I and



Housewart Ranch



**Hello,**

As always we thank our wonderful customers for making 2013 another success for Princess Beef. After the drought of 2012, the moisture last year was a most welcome change. The snows we received in late winter and early spring made for a good irrigation season. We were able to graze green pastures from spring through the entire fall and put up enough hay to last through the winter. We were very pleased with how our 2013 beef animals fattened. Their hanging weight increased an average of 20 pounds over our 2012 beef animals.

This spring the mountain snowpack is above average and we also have had great snowfall and rain in the valleys. Pastures and hay crops should be most plentiful once again and our 2014 beef animals should reap the benefit.

Enjoy,  
Cynthia Housewart

the girls will care for the yearling beef animals. At both ranches the herds are moved through pasture sections every three to five days, which benefits both the animals and the land.

At our Housewart Ranch we had soil tests taken this past winter. The tests showed that

the pasture section where we just grazed animals and did not cut hay was the best. Grazing hay pastures during the growing season is not the norm. We are so pleased with our results we are going to work harder at rotating more of our pastures used for hay into our intensive grazing operation. With the

animals tromping in organic matter and manure right where they are grazing growing grasses and legumes, the result is greatly improved soil quality. One of my goals this summer will be to learn how to graze our animals under our pivot sprinkler!



*CeCe with her rooster Pizza Poppers on her head*

On the home front we continue to be crazy busy with our girls and all their activities. Izzi, who is 10, has joined 4H and her projects include archery and ducks.



*Yearlings in March at the Houseweart Ranch*

CeCe, our 8 year old, would like to show chickens this year at the Delta County Fair. Both girls enjoy school and do well. They also continue to be the best helpers around our ranch and at their grandparents' veterinary clinic.

Our big travel adventure for the year was visiting good friends in San Diego in February. They outfitted the girls with wet suits so they could play in the ocean at La Jolla Cove. We also visited the Disneyland Theme Park in Anaheim. Great fun! Continuing to expand our girls' horizons is important to me and Ira. However, Izzi told me afterwards that she was just as happy being home and doing things like hunting for antlers and arrowheads on the Allen Ranch.

Ira's blacksmith shop continues to be full of amazing projects. Still, he made time this winter to create a new shelter for our horses and bulls. Izzi now is pestering him to make a fancy duck pen, too.



*Izzi and her duck Pecan*



## **AMERICAN GRASSFED ASSOCIATION & ANIMAL WELFARE APPROVED**

Last October we received certification from the American Grassfed Association and also from Animal Welfare Approved. We are pleased and proud to be recognized by these two excellent organizations. These certifications are perfect for Princess Beef because we have been following the practices they demand since we started raising beef.

The American Grassfed Association (AGA) standards stipulate that animals eat only grass and forage, are never confined to feedlots, are never treated with antibiotics or growth hormones and are born and raised on American family farms. AGA-Certified animals are born, raised and finished on open grass pastures. Producers are to employ sustainable farm/ranch management practices that enhance land, water and air quality and to ensure the humane treatment and welfare of their animals. AGA audits our operation



annually. To learn more, visit [americangrassfed.org](http://americangrassfed.org).

Animal Welfare Approved (AWA) is a birth to processing certification. Each year Animal Welfare Approved audits our ranch operation and also Mountain Meat Processing in Fruita, where all Princess Beef processing is conducted. AWA certification is given to family farms and requires animals to be low stress raised on pasture or range incorporating the most comprehensive standards for high animal and land welfare. Find out more at [animalwelfareapproved.org](http://animalwelfareapproved.org).

Princess Beef also has given consideration to the USDA organic certification. We always have followed and agreed with their standards of not using chemical fertilizers, herbicides or pesticides, antibiotics or hormones. However, we disagree with their practice of certifying feedlot beef as organic. By allowing certification of feedlot beef, USDA organic does not take the holistic view we share with both the American Grassfed Association and Animal Welfare Approved labels. We believe the fossil fuels required to raise grain and corn along with the environmental impacts of feedlots and their waste result in less healthy animals and less healthy land. In our opinion this seriously diminishes the organic concept. Consequently we have chosen not to pursue federal organic certification.

We do welcome and encourage you to visit our Princess Beef operation to see and learn how and where our animals are raised.

## RECIPE — SUPER SLOW COOKED RUMP ROAST

from the **Grassfed Gourmet Cookbook** by Shannon Hayes

*Many customers find the Rump Roast (the roast that is boned and netted) to be a challenge to cook. After much experimentation I have combined Shannon Hayes' recipe with a few of my own touches and it has become my favorite.*

About 6 1/2 hours before you would like to serve dinner start to prepare this Princess Beef roast, which weighs approximately 3 pounds.

Take the fully defrosted roast out of the refrigerator and cover with Herb Rub:

- 1 tablespoon dried thyme
- 1 tablespoon dried rosemary
- 2 tablespoons dried oregano
- 1 teaspoon ground fennel
- 2 teaspoons garlic powder
- 1 1/2 tablespoons coarse salt
- 2 teaspoons freshly ground black pepper

Store any unused rub for a later recipe.

Lightly cover the rubbed roast and let it sit at room temperature for 2 hours. Preheat oven to 325 degrees. Now the important trick! Use a meat thermometer. Insert it into the roast and place the roast in the oven uncovered for 1/2 hour. Turn the oven down to 170 degrees and cook until the meat thermometer reads 135 degrees. Take the roast out of the oven, lightly cover it with aluminum foil and let it rest for 15 minutes. Slice it very thinly.

I serve this wonderful roast with mashed potatoes topped with gravy I make from the herb rub pan drippings.

You'll find more recipes for all cuts of beef at [PrincessBeef.com/recipes.htm](http://PrincessBeef.com/recipes.htm).



**"We will be known forever by the tracks we leave."**

**— Dakota Proverb**

## CONSUMABLE REPORTS

"We look forward to our beef this year as we do every year. You truly have the best beef around. No one in our family will eat grocery store beef after being spoiled with Princess Beef."

— Kristine, Denver, CO

"Thank you Cynthia, Ira, Izzi and CeCe for all your hard work providing our family with such healthy, happy meat."

— Eva, Ella and Christian,  
Hotchkiss, CO

## OF SPECIAL NOTE

Our 2014 price remains the same as last year at \$4.25 per pound hanging weight including

processing. Last year's hanging weight averaged 145 pounds for a split quarter and 290 for a half. On average the split quarter cost was \$620.00. Processed weight averaged 80 pounds making an approximate price of \$7.75 per pound for the finished product.

We have altered the order form to make it more efficient. The beef cuts and items that we offer are what are listed on our form. The choices we have listed best represent Princess Beef and also allow Mountain Meat Processing to consistently provide the best processing for our customers.

We'll be mailing the 2014 brochure and order form soon. The order form is available immediately on our website.



## WEBSITES

PrincessBeef.com

### Additional websites:

AmericanGrassfed.org  
AnimalWelfareApproved.org

EatWild.com

Vogaco.org

ColoradoBlacksmith.com

## FOR MORE INFORMATION

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## THANKS TO:

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**"Courage is being scared to death and saddling up anyway." — John Wayne**



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