

2021 GREETINGS



Princess Beef



We are now heading into our 23rd season of direct marketing 100% grassfed beef. Winter is our time to regroup and think about the previous season before we hit the refresh button and start with new baby calves in March and April. The negatives of 2020 are fairly obvious this year so with this "Greetings", I'm highlighting the positive.

Enjoy!

Cynthia, Ira, Izzi and CeCe



Izzi and CeCe are such a nice help on the ranch!



Izzi helps to catch calves so we can put a tag in their ear to tell us who their mother is. This is important because it helps ensure that correct babies and mothers are put together in the pastures.



Dad and Grandad look on while CeCe retags and vaccinates our yearling heifers that will stay in our herd of mother cows.



CeCe checking to see if a cow is pregnant with help from her veterinarian grandfather, Dr. Bill.

We got a lot of nice projects completed around the ranch.



Ira built a roof over part of our corral. The roof provides protection from sun and inclement weather when the cows are close to the house.



We made a new alleyway for working our cows down into the squeeze pen. The squeeze pen is used to doctor our cows, give vaccinations, and put in ear tags.



A tin roof over part of our chicken run expands the chickens' dry space in the snowy, damp winter.



A round pen for riding and training horses and stock dogs.

COVID SAFE ACTIVITIES



Lots of time spent riding horses around the ranch.



Girls honed their fishing skills



Ira and the girls packed into the West Elk Wilderness on horseback several times

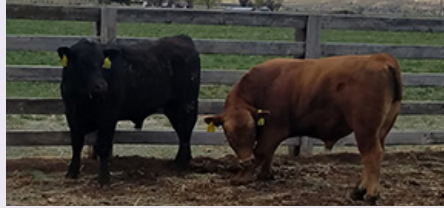


GREAT Thanksgiving dinner that we packed into the Dominques Canyon on horseback and ate around a campfire.



Dry and cold weather conditions made ice skating on our pond phenomenal this year.

WE ADDED SOME NEW MEMBERS TO OUR ANIMAL FAMILY



We bought two new bulls. One Red Angus/Gelbvieh bull we named Bob and one Black Angus we named Gar. The bulls were specifically chosen for ease of calving and for producing grassfinished beef. Their genetics tends to produce smaller baby calves. Smaller calves at birth help the females calve without assistance from us. Although they start life small, Bob and Gar's babies grow up to be big yearlings that produce excellent beef!



Fletcher, a now 6 month old Jack Russell terrier, is quite the character! He is both super energetic and extremely cuddly.

A new two year old mule we named Tator. Tator will help us pack our vacation camps into the West Elk Wilderness.

A YEAR FOR LEARNING NEW THINGS



CeCe learned to work horses with an exceptional local horse trainer Michele Skerl.



Both girls worked with their grandparents at the Housewart Vet Clinic.



Izzi learned how to remove horses shoes for the winter.



Cynthia learned how to make "cowpuccinos" with her new espresso machine. If you visit Princess Beef and the Housewart Ranch, she will be happy to make you one, and will even decorate it with Princess Beef brand latte art.



Ira learned how to fly our new drone and take FUN pictures and videos for our social media sites!

THANKFUL FOR



I am extremely grateful for my butcher facility, Mountain Meat Packing, and the crew who were able to stay open and process all of our beef. For me, the most stressful part of 2020 was worrying about them shutting down. They are ESSENTIAL to Princess Beef. Small butcher plants were completely inundated with people trying to process meat during shutdowns. Most are still booked up for a year or more. We began using Mountain Meat Packing 15 years ago in 2005 and we are thankful they have been so accommodating to Princess Beef over all these years.



I am super thankful for Cassi Cooper, my good friend from our Colorado College years, who has worked behind the scenes for the last 23 years, making my ideas come to life on the website, newsletters, brochures, and order forms.

GROUND BEEF GYROS, TASTE OF HOME

- 1 cup plain yogurt
- 1/3 cup chopped seeded cucumber
- 2 tablespoons finely chopped onion
- 1 garlic clove, minced
- 1 teaspoon sugar
- gyros:
- 1-1/2 teaspoons dried oregano
- 1 teaspoon garlic powder
- 1 teaspoon onion powder
- 1 teaspoon salt, optional
- 3/4 teaspoon pepper
- 1 pound ground beef
- 4 pita pocket halves
- 3 cups shredded lettuce
- 1 large tomato, chopped
- 1 small onion, sliced

In a small bowl, combine the first 5 ingredients. Chill. In a large bowl, combine seasonings; crumble beef over mixture and mix lightly but thoroughly. Shape into 4 patties.

Grill, covered, over medium heat or broil 4 in. from the heat for 6-7 minutes on each side or until a thermometer reads 160°. Cut patties into thin slices; stuff into pita halves. Add lettuce, tomato and onion. Serve with the yogurt sauce.



New delivery trailer

This year we purchased and insulated a new beef delivery trailer. We had our sights set on a double axle trailer for years, and this year we took the plunge. Insulation, new tires, new axles, new brakes and new lights make for a less stressful journey on our big front range delivery days.



Senator Bennet and Dr. Bill Houseweart met on our Centennial Ranch to talk about state sponsored community irrigation projects that are essential for our ranch to continue operating for another 100 years.



Thankful for living in a rural town that was able to pull together a small but safe county fair that allowed our girls to have a bit of "normal" in their lives.

Izzi and CeCe holding their award winning chickens.



Thankful for the land we own and lease. We pride ourselves on a business model that owns the animals from birth to slaughter. To own both the mother herd and the yearlings we finish for beef takes not only what has been passed onto us from Ira's great grandfather but also what we lease from neighbors. It takes a village to raise healthy, happy Princess Beef cows.



CeCe and her heifer, Maggie, won second in their class.



"Food is our common ground, a universal experience." — James Beard

KEEP DOING A RAIN DANCE



We thought last year was going to be a "normal" year for moisture but unfortunately our hot dry summer ran our irrigation water out on the 18th of August. We were short on making hay but had enough for this winter because of the bumper crop from the year before. I am remaining optimistic for 2021, but as of writing this we are still below our "average" snowpack. Don't stop dancing.

POSTS TO BEEF BOOK

"I appreciate the love and integrity that goes into raising Princess Beef! Makes for a great tasting cow that feels good to feed my family."

— Vita Flora, Palisade CO

"Quality beef, raised in the best way"

— Empowered Energy Systems LLC

"Once again, thank you for providing us with great grassfed beef! We are so lucky to get such high quality meat!"

— Deb, Nucla CO

LOOKING FOR A NEW MOVIE ON NETFLIX TO WATCH?



Check out "Kiss the Ground" narrated by Woody Harrelson

It has lovely videos and graphics of regenerative agriculture fixing the soil. Princess Beef uses regenerative agriculture principles when we continually rotate pasture.

Healthy soil, healthy plants, healthy animals, healthy us, healthy climate.

SLOW-COOKER JAPANESE-STYLE CURRIED BEEF

by Shannon Hayes in her wonderful book titled, *Long Way on a Little*

4 medium yellow or white onions, thinly sliced
1 clove garlic, minced
2 medium potatoes, unpeeled, cut into 1-inch chunks
5 carrots, unpeeled, cut into 1-inch chunks
¾ cup all-purpose flour, divided
1 tablespoon coarse salt
1 tablespoon freshly ground black pepper

3 tablespoons curry powder, divided use (reduce the amount if you like your food less spicy)
3 pounds Princess Beef stew, cubed
7 tablespoons unsalted butter, divided, plus extra, if needed
4 cups canned tomatoes, diced undrained
2 cups beef broth
2 teaspoons garam masala (optional)

Layer the onions, garlic, potatoes, and carrots in the bottom of a large slow cooker. Combine 1/2 cup of the flour, the salt, pepper, and 1 tablespoon of the curry powder in a shallow bowl. Add the beef and toss to coat thoroughly. Heat 3 tablespoons of the butter in a large skillet over medium-high heat. Add the beef and brown on all sides, working in batches and adding more butter if necessary. As it is browned, put the beef on top of the vegetables in the slow cooker. Pour in the tomatoes and beef broth.

Cook on low for 6 ½ hours, or until the meat is tender. Stir in the garam masala and allow the stew to continue cooking while you prepare the curry roux.

For the curry roux: Melt 4 tablespoons butter in a 1-quart saucepan over medium heat. Stir in the remaining ¼ cup flour and 1 to 2 tablespoons of the curry powder. Spoon 2 cups liquid from the slow cooker and slowly stir it into the roux. Stir well. Continue to cook and stir until the mixture has thickened, about 2 to 3 minutes. Return the thickened sauce to the cooker and mix well with a wooden spoon.

If you like your sauce thicker, put the slow cooker setting on high and cook 20 to 30 minutes longer with the cover off, stirring often, until the sauce reaches your desired consistency. Serve with rice and a nice helping of kimchi, if you've got it.

Serves 6-8.

COINAGE, WEIGHTS & MEASURES

Our 2021 price is \$4.75 and this includes the .87 cents a pound hanging weight for butchering. The approximate price for a split quarter in 2021 is \$750.00 +/- \$50.00. (1,500.00 for a half) This means a price of about \$8.00 a pound for the finished product. Half down is required when placing your order.

WHAT SETS PRINCESS BEEF APART FROM OTHER DIRECT MARKET BEEF OPERATIONS:

- We are proud of our extremely high standards. These standards include owning the mother cows and not simply buying calves to finish on grass; pasture rotations instead of continuous grazing; no antibiotics, no hormones, no GMO feed; across the fence line of sight weaning; no branding; and using a single audited processing plant (Mountain Meat Packing).
- We certify both our animals and operation through Animal Welfare Approved labeling and the American Grassfed Association label.
- We raise our beef on a century old family ranch.

WEBSITES

PrincessBeef.com

(Color version of this newsletter can be seen here!)

AmericanGrassfed.org

AnimalWelfareApproved.us

Eatwild.com

ColoradoBlacksmith.com

Don't forget to friend us on Facebook and Instagram to see more photos of our ranching life!

FOR MORE INFORMATION AND TO VISIT PRINCESS BEEF

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MANY THANKS TO

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*"One cannot think well,
love well, sleep well,
if one has not dined well."
— Virginia Woolf*