

# 2022 GREETINGS



"With so much change in the valley: the population demographic, the economics, the weather, it feels so good to be part of something that has been happening for over 100 years, on the same piece of ground with a family committed to a lifestyle. Thank you for the delicious quality of home grown beef." - Customer Susan Keenan, Paonia CO

And with that, we begin our 24th season of direct marketing 100% grassfed beef!

Enjoy,

Cynthia, Ira, Izzi and CeCe



5th Generation on the Houseweart Ranch

## IZZI AND CECE ARE SUCH A NICE HELP ON THE RANCH



CeCe drives "Big Red" while Izzi pitches hay to the cows.



Izzi helping a calf find its mom by picking it up!



CeCe helped collect money and hand out cookies at our Delta County beef pick up at the ranch.

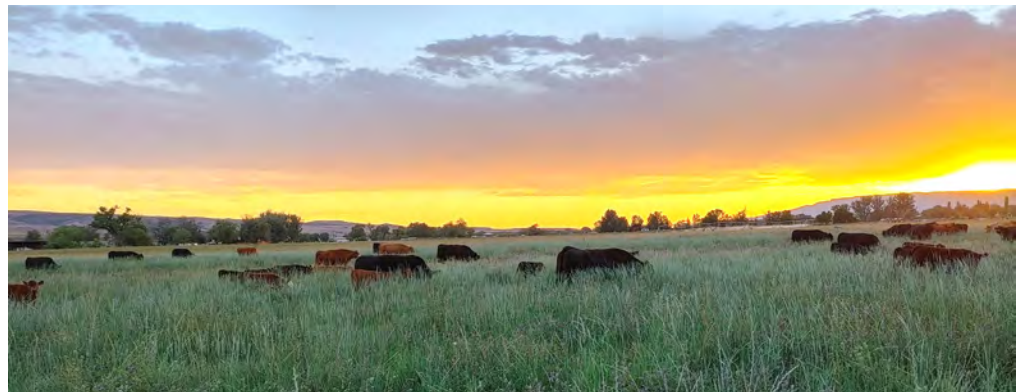


CeCe moving cows up to the corral on her horse Silver.

## 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.

This year, we didn't invest in much infrastructure on the ranch because we had to purchase hay due to drought. We did, however, enjoy using the round pen Ira built last year. Round pens are useful for many activities, including horse and dog training.



Ira watches as CeCe starts training on Tator the mule.



Quinn the border collie working his 5 sheep herd with Cynthia.



CeCe doing some groundwork with her horse Silver.

## ALIEN CROP CIRCLES ON THE RANCH?

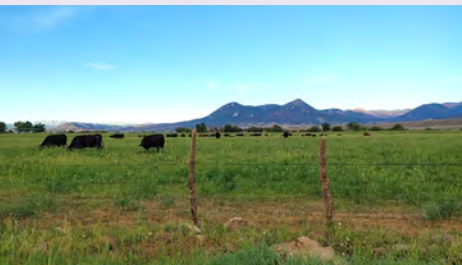


We do produce some hay on our ranch. Here is a view from our drone. Ira took a video of his dad cutting hay on a piece of ground his dad has been haying for his entire life. (You can watch a video of this on our Princess Beef facebook page.)

During the last ten years, for drought management, we have installed four pivot sprinklers that efficiently irrigate the land. We also pasture cows to build soil so that the moisture we do receive soaks in like a sponge. Pastures are planted in perennials that when grazed correctly do not need to be tilled and replanted. In 2014 Cynthia and the Princess Beef operation was featured in the independent film *Resilient: Soil, Water and the New Stewards of the American West*. The message of water conservation discussed in the movie is still very much relevant today.



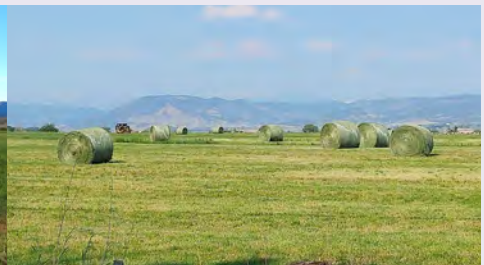
Housewart land that we don't cut hay on, we graze with both our mama herd of cows (cows that we keep to produce calves every year) and the herd of yearling calves that we butcher for Princess Beef every year.



Because we don't graze public lands in the summer, and we keep all our animals home on our private land, we are EXTREMELY THANKFUL for the families that we lease land from or buy hay from to compensate for what we don't produce on our ranch.



This past year we added the Odle family to our list of "Couldn't do it without you!" They are a sweet, hard working family that live within a mile from us and have a custom haying operation that allowed us to purchase the extra hay we needed to feed the cows this past winter and early spring.



*"A significant part of the pleasure of eating is in one's accurate consciousness of the lives and the world for which food comes from." — Wendell Berry*



Also on the thankful list is Mountain Meat Packing in Fruita, Colorado. They always have a time slot reserved to bring in our animals, and they are consistent in how they cut and package our beef. We really appreciate the hard working employees. Here is Lupe loading out our beef. He has been one of the friendly faces at the butcher plant since we started going there 16 years ago! To us, that says a lot about the way the business is run.

### OTHER FUN ACTIVITIES CLOSER TO HOME



Izzi winning Grand Champion Chicken



CeCe winning Reserve Grand Champion Chicken and Senior Class Chicken showmanship.



Family rides in the mountains and around the ranch.

### FARM (OR SEA) TO TABLE IN.....MAINE!

After obeying Covid protocol for over a year we jumped on a plane and went to Bar Harbor and Acadia National Park in Maine for a quick getaway. Living in hot, dry Colorado, it was a pleasure to soak up the moisture in the Northeast. One of our favorite things we did was eating the fresh caught lobster from a roadside family restaurant that both caught and cooked the lobster for us!



Our small town high school sports teams have been invaluable to our girls, and pretty entertaining for the rest of the family. With Izzi being a high school senior, we tried to make it to all of her volleyball and basketball games both near and far this year. In volleyball she was awarded not just All State, but also the 3A West Slope Division Setter of the Year for Colorado! The team building, the confidence building, and the benefits to the girls' physical and mental health cannot be overstated.



CeCe, our high school sophomore, is on the swim team and runs cross country in the fall and track in the spring.

### WHAT'S NEW?



A new mule! A Kawasaki Mule.

Having always used four wheelers to get around the ranch, we were a little slow to change, but we are super happy with our new utility terrain vehicle. It is excellent for hauling electric fence supplies, irrigation pieces and parts, and dogs!



A good friend gave Izzi a sweet 10-year-old Arabian horse named Lightfoot. She and Lightfoot often ride alone surveying the ranch and neighboring fields.



Ira's new endeavor, knife making! Not only does Ira shoe all of our horses and mules, he runs a blacksmith shop. This year he really delved into the art of bladesmithing.



This year we are working toward being certified by the Audubon Society. Their Audubon-certified label is for beef that is sustainably raised and benefits wildlife habitat. This is yet another way for customers to know they are purchasing the GOLD standard of grassfed and finished beef!

## POSTS TO BEEF BOOK

"It feels good (and it's delicious!!) to support the scene you got going." – Susan, Paonia

"Thank you so much for being such a wonderful caregiver of the earth and supplying such good beef!" – Leslie, Crawford

"We so enjoyed the quality beef you provided us this last year! Excellent!" – Anita, Hotchkiss

"The most delicious beef we have ever eaten." – Barb, Cedaredge

"The best beef anywhere!" – Beryl, Northglenn

"Reaching out to tell you how much we've LOVED the ¼ cow" – Jason, Colorado Springs

"I had watched (the movie) Kiss the Ground and I thought I'm lucky to know people like you and Ira who are making a real difference in the world. You're all awesome and your hard work and innovation is very much appreciated." – David, Denver

## COINAGE, WEIGHTS & MEASURES

Our 2022 price is \$4.80 hanging weight per pound and this includes the 0.87 cents a pound hanging weight for butchering. The approximate price for a split quarter in 2022 will be \$750.00 +/- \$50.00. (\$1,500.00 approximately 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.

### PICCATA MEATBALLS

by Stacey Venancio, Real World AIP — Yields 16 Meatballs

1 lb grassfed Princess Beef ground beef	1 tsp dried oregano
¾ tsp salt	1 cup loosely packed fresh basil, minced.
1 ½ tbsp minced capers	½ cup coconut milk (or substitute ½ cup water + 2 tbsp extra virgin olive oil)
¼ cup freshly squeezed lemon juice, divided	

*Optional:* 2 tbsp fresh chives, minced

Add ground beef to a bowl along with salt, minced capers, 1 tbsp lemon juice, oregano, and ½ of the basil. Mix well and form 16 meatballs.

Add meatballs to a large pan and pour coconut milk or water/ oil mix over them. Sprinkle on 3 tbsp lemon juice.

Cover and cook on medium-high heat, moving pan to roll the meatballs around every so often so they cook on all sides.

Once the meatballs are mostly cooked through, remove the lid, add the other ½ of the basil and cook for about 10 minutes, to evaporate the liquid and reduce the sauce until it is thick and bubbly.

Sprinkle with fresh chives and serve.

**Pro Tip:** *These can be made in large batches and frozen.*

## WEBSITES

[PrincessBeef.com](http://PrincessBeef.com)

[AmericanGrassfed.org](http://AmericanGrassfed.org)

[AnimalWelfareApproved.us](http://AnimalWelfareApproved.us)

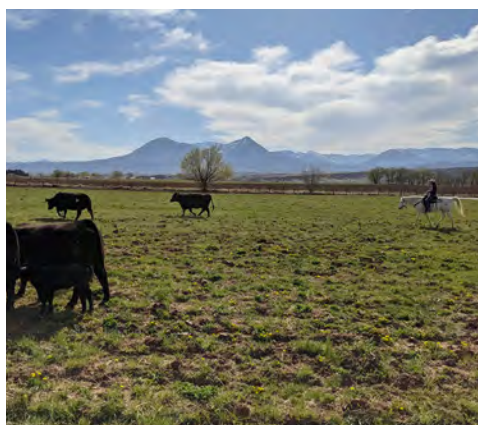
[EatWild.com](http://EatWild.com)

[ColoradoBlacksmith.com](http://ColoradoBlacksmith.com)

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



It all begins again with the first calf of 2022 born February 20th!



## FOR MORE INFORMATION AND TO VISIT PRINCESS BEEF



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