

CELEBRATING 25 YEARS OF PRINCESS BEEF!

2023 GREETINGS



Princess the cow



Tex & Cynthia, circa 1995



The Housewearts, circa 2022

In 1995, Steve and Rachel Allen, owners of the Allen Ranch, who were my ranching mentors, gave me a female cow who was always first to the feed wagon and who I tamed to eat alfalfa pellets out of my hand. I named her Princess. For her first several breeding years, Princess gave birth to female calves (I named them Duchess and Countess). Princess and her

royal calves became the start of my very first herd! When Princess eventually gave birth to a male calf, he became my first steer to butcher and sell to family and friends. That was in 1999. Fast forward TWENTY FIVE years and I'm still marketing 100% grass fed beef. Princess Beef has grown exponentially from an initial herd of one, and has expanded from a single owner (me) to four owners (me,

Ira, Izzi and CeCe). Perhaps in another 25 years it will include our grandchildren!

Here's to the 25th year of Princess Beef!

Enjoy,

Cynthia, Ira, Izzi and CeCe

REFLECTIONS ON 2022 RANCH LIFE



Ira performed on the History Channel's *Forged in Fire* show in April and won the "Sheet Metal Challenge" episode. Although he is quite busy both locally and regionally, he has enjoyed his notoriety and is becoming nationally recognized for his knife-making abilities.



Izzi finished her senior year strong at North Fork High School in Hotchkiss, with special recognition in both art and volleyball. She received many scholarships from our local community to help her continue her education at Montana State University in Bozeman, Montana. She has discovered polo, and is having fun playing on the club team and most recently on the JV team. At this early stage in her studies, her planned major is animal science.



CeCe is a junior at North Fork High School. She continues to be involved in EVERYTHING — including class president of student council; playing baritone sax in both the high school band and community band; competing on varsity teams in cross country, swimming, and track; showing chickens with her 4-H Club; and continuing to ride and train horses for a local horse trainer.



To help fill the void in our family created when Izzi left for college, we decided to host a foreign exchange student for the school year. Francesca is a delightful high school senior from Bologna, Italy. She has blended right in with our family and we are enjoying showing her small town America. Izzi and Cece plan to visit her in Italy this summer.



Both Izzi and CeCe continue to help their paternal grandparents in their small veterinary practice just up the road. Although Bill and Betty are trying to slow down, after 56 years of practicing veterinary medicine it is hard to completely retire!



Line dancing



Pack trips

Summer is the busiest time on our ranch. Irrigating fields, cutting and baling hay, and moving electric fences to keep the cows contained takes a lot of time. We still make time for fun activities though! Our friend and neighbor gave us line dancing lessons on the road in front of our house during the warm summer months. Ira, Izzi, and CeCe took several pack trips into the West Elk Mountains.



Izzi and Cynthia at the Country Music Hall of Fame



Posing in the Ryman

As a high school graduation trip, Cynthia took Izzi to Nashville, TN for a long weekend. A day was spent at the Country Music Hall of Fame and the Johnny Cash Museum, and an evening was spent at the historic Ryman Auditorium watching Darius Rucker perform.

VISITORS AND HELPERS ON THE RANCH



Last spring we had one calf who was born early on a cold spring morning. Our friend James helped dry and warm him up in Ira's blacksmith's shop.

RANCH TALES



Thank goodness for 25 years of progress! My first beef deliveries were done out of the bed of my Ford F-150. In 2022 we delivered beef out of our insulated double-axle enclosed trailer.



LP and twins



Twins in the fall

Last spring the cow we named Little Princess aka LP (she looks like the original cow named Princess, see page 1) had twins! It is only the second set of twins born in 25 years. They are growing up to be big healthy yearlings.



Last year our California friends and customers drove out to the ranch to pick up their beef and to hug a cow. According to an article by the BBC (October 9, 2020) cow cuddling is believed to promote positivity and reduce stress by boosting oxytocin (the hormone released in social bonding) in humans. Come hug a Princess Beef cow!



Our friend from the Denver area helped us dig and send off soil samples to a soil testing lab. We soil test every three years to make sure our pasture management continues to build instead of depleting soil.



We had great help from two middle school sisters who helped us trim invasive elm tree saplings from our pastures.



Last year we joined in on a biocontrol research project from the Palisade, Colorado Insectary. Several times last summer, researchers came out and checked on our invasive Canadian Thistle patches that we inoculated with a rust fungus. The Insectary lab (and Princess Beef) hope that this fungus will work to naturally kill the thistles that can become invasive if not kept in check. As part of our commitment to holistic ranch management, a method that naturally kills invasive species is far preferable to spraying them with toxic chemicals.



We hosted a couple of fun Princess Beef spring tours. We had a group of high school students from high schools around Colorado that teamed up with National Geographic and the Nature Connection to learn how to photograph the subject of water in the West. We also hosted fourth graders from the North Fork School of Integrated Studies who came to learn about ways to use land and water for farming and ranching.

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 unrelated calves to raise (called finishing) on grass;
- pasture rotations instead of continuous grazing;
- no antibiotics, no hormones, no GMO feed;
- across-the-fence line-of-sight weaning;
- no branding;
- using a single processing plant (Mountain Meat Packing);
- we raise our beef on a Centennial family ranch; and
- both our animals and our operation are certified through the Animal Welfare Approved label, the American Grassfed Association label, and now the Audubon Bird Friendly label. Find out more about Audubon's Conservation Ranching Initiative at <https://rockies.audubon.org/ranching>.



WATER IN THE WEST

Water availability is always an issue in the west. As of the writing of this newsletter we are at 160% of an average snow year! We are optimistic that the heavy snows received in the mountains will fill the reservoirs that irrigate our pastures for both summer grazing and hay.



PRINCESS BEEF IS THANKFUL FOR....



We have been using Mountain Meat Packing for seventeen years! Some of these ladies have been there packing and wrapping Princess Beef this entire time. They are such an integral part of Princess Beef. We could not be what we are without them and it's hard to thank them enough.



I am incredibly proud to have had my friend Chris Shary draw the original Princess Beef logo way back in 1999, and to later update it to include my family. When not drawing for Princess Beef, Chris uses his substantial talent to draw album covers for bands like the Descendents and Blink 182.



Cassi Cooper, a good friend from our Colorado College days, has been Princess Beef's graphic designer on brochures, order forms, web sites and this newsletter for ALL TWENTY FIVE YEARS! Thank you, Cassi! You are the best!

WESTERN LIFE

One of the reasons Izzi and I went to Nashville for her graduation trip was because during the last couple of years I became interested in the history of country music, and wanted to see the place where it all began. The podcasts Cocaine and Rhinestones by Tyler Mahan Coe, Dolly Parton's America by Jad Abumrad and Shima Oliaae, and the television documentary Country Music by Ken Burns tell fascinating stories about the history of country music in America.



POSTS TO BEEF BOOK

"We have thoroughly enjoyed the flavor & texture of the beef! YUM! I dare say it might be the best grassfed beef we've ever purchased!" — Katherine, Grand Junction

"Thank you and we genuinely appreciate what you guys do." — Dean, Grand Junction

"Thank you once again for all our delicious and healthy beef! I take it up to Wisconsin because we are gone for 2 months and I can't find anything grassfed that compares to your beef's taste up there!" — Deb, Nucla

"Thank you so much for the wonderful day Friday...giving us/brother a tour of your operations...& spending time educating... So much of what you're doing is tied to sharing. Keep up the good work...Along with raising another generation of kids that truly understand what Mom and Dad are doing for their futures." —Bill, Grand Junction

COINAGE, WEIGHTS & MEASURES

Our 2023 price is \$5.25 hanging weight per pound and this includes the \$1.04 a pound hanging weight cost for butchering. The approximate price for a split quarter in 2023 will be \$825.00 +/- \$50.00. (\$1,650.00 approximately for a half) This means a price of about \$9.25 a pound for the finished product. Half down is required when placing your order.

WEBSITES

PrincessBeef.com

AmericanGrassfed.org

AGreenerWorld.org

Rockies.Audubon.org/Ranching

EatWild.com

ColoradoBlacksmith.com



SOUS VIDE COOKING

I'm not sure why we didn't know about sous vide cooking sooner! This year we discovered how much easier it is to cook steaks, especially grassfed and finished ones! If you have trouble with steaks being too well done on the outside and too rare on the inside, this method is for you!

Sous vide is a cooking method in which food is placed in a plastic pouch or glass jar and cooked slowly in a water bath at a precisely regulated temperature. We bought our sous vide cooker from Amazon.

SOUS VIDE FILET MIGNON

by Pat Nyswonger on *Savor the Best Website*

There is a rich, seared crust on this medium-rare Sous Vide Filet Mignon steak. It is tender, juicy and perfectly cooked.

Yield: 2 SERVINGS Prep time: 5 MINUTES Cook time: 1 HOUR
Total time: 1 HOUR 5 MINUTES

2 filet mignon steaks, 2 to 2 1/4- inches thick each
Salt and pepper
4-6 fresh thyme sprigs
2 tablespoons olive oil or avocado oil
2 tablespoons butter

Instructions

Set the sous vide to your desired temperature (127°F for medium-rare).

Fold over the top of the plastic bag and make a wide cuff on the vacuum-sealing bag. This will allow you to insert the steaks and keep the sealing area free from moisture and allow for a good seal.

When the water has reached the desired temperature, season the steaks well and place them in the bag. Add 2 or 3 fresh thyme sprigs. Unfold the cuff of the bag. Vacuum seal the bag with a food sealer and place it in the water bath.

Cook for 1 hour or up to four hours.

Remove the bag from the water bath and transfer the steaks to a plate. Pat the steaks with paper towels to remove as much moisture as possible and lightly brush with oil.

Preheat a cast iron skillet over high heat. Add the oil and let it get hot. When the oil is hot, add the butter and the steaks. Sear for 1 minute on each side. While the filets are searing, tilt the pan and spoon butter over the steaks as they cook. Hold the steaks with tongs and sear the edges.*

Remove the filet mignon steaks and serve immediately.

* You can grill the steaks instead of pan frying, if you prefer.



Credit: Anova Culinary

*"Change your opinions,
keep to your principles;
change your leaves,
keep intact your roots."*

— Victor Hugo

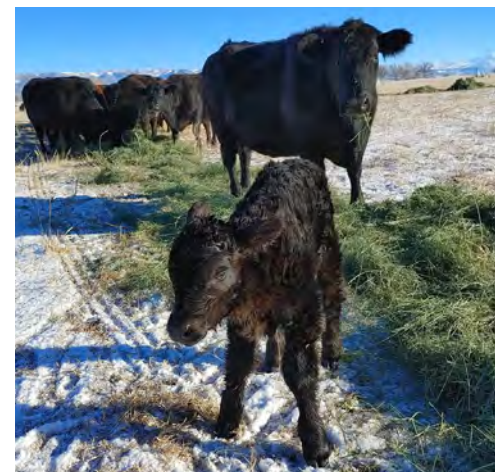
FOR MORE INFORMATION AND TO VISIT PRINCESS BEEF

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MANY THANKS TO

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It all begins again with the first calf of 2023.