

green pastures



SPRING 2011 NEWSLETTER

IN this ISSUE:

p. 1 - New distributor - Vita Health

p. 1 - Grass Fed Beef - Aids in Recovery

p. 2 - Around Town - Events Growers Attended

p. 3 - Grass Fed Beef Protocol

p. 4 - Where to Buy

p. 5 - Our growers: The Radfords

p. 6 - Our growers: The Von Bargens

Grass Fed Beef Products Coming this May to Vita Health

Over the past year, the Manitoba Grass Fed Beef Producers Association (MGFBPA) has been working with Vita Health in Winnipeg to bring some of their products to the Vita Health shelves. Vita Health is well known to Manitobans (having been around for 75 years) as a provider of alternative health choices based on the European tradition of natural therapy.



Starting this May 2011, Vita Health's FRESH MARKET stores will be carrying several of our MGFBPA's provincially certified beef products.

According to Jim Lintott, MGFBPA Member and product distribution coordinator, the products that will be sold will compliment, rather than compete with existing products at Vita Health. "We'll be supplying frozen grass fed hamburger, our Saskatoon berry and wine pate, our dill sausage and our meat pies. We're very excited about these products, we've invested considerable time and money having the recipes developed by Chef Helmut Mathae and the nutritional value determined. We've now got all the nutritional labels ready to go."

"Matthew Holtmann of Vita Health has been very helpful getting the product 'cash register' ready," continued Jim. "Right now, they are developing the bar code labels for our product so as soon as that's done we can have our product on their shelves."

If you are interested in purchasing our beef and beef products, contact a Vita Health FRESH MARKET Store near you.

GRASS FED BEEF AIDS IN RECOVERY

After a debilitating year, including uncontrollable blood pressure rates, and severe weight loss, Iona Johnston of Roblin, Manitoba is now on the road to recovery.

"I just didn't know what to do," says soft spoken Iona, "my nerves were really bad, I could hardly eat and so I kept losing weight. The doctors couldn't get my blood pressure under control. They gave me medication to lower it and then it dropped really low. I finally ended up in the hospital!" →



green pastures



Iona continued to visit other doctors but no one could determine what was wrong with her. She finally turned to a local herbalist who referred her to a naturopath in Edmonton, Dr. DeloRey. “It was so good to find out what was wrong with me,” exclaimed Iona. “He diagnosed me with peripheral neuropathy which means that my nerves weren’t carrying information to and from my brain and spinal cord to the rest of my body.”

Dr. DeloRey’s \$700 non-invasive assessment involved strapping her wrist and feet with a band that transferred information to a machine to determine what herbs and vitamins were lacking in her diet.

Three different monitors popped up the results and identified the balance that was required. Dr. DeloRey also determined that Iona is allergic to MSG, nitrates and any other preservatives.

Iona’s diet is now restricted to organic products or those without preservatives and the special blend of vitamins and minerals that her body is lacking. “I’m able to eat the grass fed beef my daughter Carla and son in-law produce but I can’t eat any meat off the grocery shelves anymore.” Carla and Randy Radford are members of the Manitoba Grass Fed Beef Producers Association who develop their meat according to the Grass Fed Beef Production Protocol.

“I’m now on a restricted diet, and it’s tough - but it’s worth it,” she says, “I’m not on any medication and my blood pressure is perfect. I’m also starting to regain some of the weight I lost – thank goodness!”

To learn more about Dr. DeloRey’s naturopath program go to: <http://www.yuccan.com/DrHerb.htm>



Around TOWN events our growers attended

Local Fare Trade Show – Winnipeg Convention Centre

Two of our members, Carla Radford and Jim Lintott promoted our Grass Fed Beef products at the one day Local Food Fare Trade Show at the Winnipeg Convention Centre in January. Manitoba Agriculture, Food and Rural Initiatives hosted a booth and granted access for six small food processors to showcase their wares.

This event attracts restaurant and small grocery store owners and was an excellent venue for our new grass fed beef products. Many stores and restaurants are looking for unique and local products such as ours. One of our growers, Bragi Simundson of Arborg, MB has been providing the Fusion Grill Restaurant on Academy with high end cuts of grass fed beef for years.

Manitoba Food Processors Reception – Caboto Centre

Over 300 guests sampled our Saskatoon berry and wine meat pies at the Christmas Reception that was hosted the first week of December. All appetizers were prepared by a Caboto chef and offered to the visitors. This event drew members of the Manitoba Food Processors Association as well as restaurant owners/staff and the public.

Farmers’ Feast at St. Norbert Market

Chefs from some of Winnipeg’s finest restaurants, (including Chef Helmut Mathae – our recipe developer), and some students from the Louis Riel Arts & Technology Centre showcased their culinary skills at a season end Feast last fall. This annual event is a way for the public to sample the products that are sold at the market throughout the season. Guests were able to sample professionally prepared product at over 30 stations at the event.

Direct Farm Marketing Conference – Portage la Prairie, MB

Carla Radford, MGFPA Producer attended the Direct Farm Marketing Conference sponsored by Manitoba Agriculture, ➔

green pastures



Food and Rural Initiatives in Portage la Prairie. The MGF BPA representative hosted a display booth at the 2 day conference and served our Saskatoon berry and wine pate at the “Local Flavours” meet and greet evening. Over 150 people participants sampled our pate and the many other samples the 25 food entrepreneurs were offering. Carla also met other small grass-fed producers looking to the MGF BPA Association for networking and educational support to grow their business. The keynote speaker, Chef Peter Ekart expressed his extreme interest in helping the MGF B producers promote their product lines on a larger scale when the group is ready. The group also met with the owner of Crampton’s Market on Bishop Grandin in Winnipeg, who will be carrying our line of products this spring. As well, many other small retailers discovering the products for the first time were interested in the product concept, health benefits and local/grassroots nature of the products; and some requested to be added to retailer distribution list to keep up-to-date on the group’s progress.



Carla Radford, MGF BPA Member, at Local Flavours: “Meet & Sample” at Direct Farm Marketing Conference in Portage la Prairie, MB.

GRASS FED BEEF PROTOCOL

A production protocol is frequently used by those in a value chain to ensure that the quality of the product meets market specifications. This protocol was developed by members of the Manitoba Grass Fed Beef Producers Association and with some external stakeholder consultation and is representative of some of the regulations currently being used in the industry. Each animal has an affidavit that includes:

- individual animal identification (microchip, animal tag)
- birth date
- weaning date
- record of sire and dam
- breed
- movement history
- veterinary interventions
- feeding records

Ultrasound testing is not required for participation in the MGF BPA. It is recommended that animals are weighed every 90 days to manage herd genetics. The diet of each animal must be recorded.

Diet

Animal diets must be 100% forage from weaning to slaughter; this may be any combination of grass and legumes from pasture during the growing season or stored forage during the feed period (winter). The animal (including calves) ➔

green pastures



cannot be fed energy in the form of starch (e.g. cereal grains, potato waste, etc).

- Weaned calves cannot be fed energy in the form of starch and/or other milk or milk products.
- Cereal crops are to be harvested prior to milk-stage (to ensure no starch).
- Oil seeds and oil seed by-products (e.g. meal, oil) are acceptable feed types.
- Cereal grain supplementation, including corn silage, dry distiller's grain or other high starch feeds are not permitted.
- The use of animal by-products in feed is not permitted.
- The use of antibiotics in the feed are not permitted.

Veterinarian Treatment

The Association encourages maintaining herd health to Canadian standards. Antibiotics are not permitted as a part of the daily feed mix for animals of any age. Animals receiving antibiotic injections after weaning are not permitted in meat products sold under the Manitoba Grass Fed Beef Producers Association brand. Treated animals must be removed from the finishing program.

The Manitoba Grass Fed Beef Producers are certified under the Canadian Verified Beef Program with additional production protocol developed by the Manitoba Grass Fed Beef Producers Association.

The Canadian Verified Beef Program is recognized by the Canadian Food Inspection Agency (CFIA) as the national on-farm food safety program for beef. Beef producers can apply for up to \$2,000 to offset implementation costs and for equipment through the Growing Forward Food Safety Program for Farms. For more information contact your local GO Centre or www.manitoba.ca/agriculture/growingforward or (204) 945-5435.



PLACES YOU CAN FIND

OUR PRODUCTS:

- St. Norbert Market (opening June 4th)
- Crampton's Market
- Fusion Grill Restaurant
- Vita Health FRESH MARKET Stores
- Directly from our producers

Our Producers:

Jim & Carolyn Lintott: Box 11 Grp 2 RR#2
Dugald, MB R0E 0K0 Phone: (204) 444-2514
jclintott@highspeedcrow.ca

Wayne & Jim McDonald: Cartwright, MB R0K
0L0 Phone: (204) 529-2633 mcdonald_farm@yahoo.ca
Website: www.mcdonaldfarm.ca

Bragi Simmundson: Box 26 Arborg, MB. R0C
0A0 Phone: (204) 376-2369 simundsson@mts.net
Website: www.countryquarters.com/grass_fed.html

Doug Turnbull & Carol Lanz-Turnbull: Grip-Fast Farms Box 101 Binscarth, MB R0J 0G0
Phone (204) 532-2178 Fax (204) 532-2401
Cell (204) 773-6237 gripfast@goinet.ca
Website: www.gripfastfarms.com

Carla & Randy Radford: Box 765 Roblin, MB
R0L 1P0 Phone: (204) 937-4785 rradford@mts.net

Cal Von Bargaen: Sifton, MB R0L 1X0
Phone: (204) 655-3320 cjfarm@mts.net

green pastures



Meet our growers.....

Carla & Randy Radford

Over the last 30 years we turned a mixed grain operation into a grass ranch. We conventionally raised purebred Charolais Cattle up until 2000 but didn't like the way the high production purebred industry was going and decided to switch to a low cost cow system. It was the first we had heard about pounds (lb.) of beef per acre instead of just dollars per lb. and high production. We started with changing our calving date to be in tune with nature, leaving the cows out in the fields 365 days. Most of our purebred Charolais cows adjusted to the new system, but because they weighed 1600 + lbs we sold them into the market and replaced them with 1300 lb Angus cows. We took a Holistic Management Course in 2005 and even though we were already making changes, this gave us the additional encouragement to aggressively change the whole operation. Healing the land takes time and by using our cattle in a planned grazing system we are over time seeing amazing results.

By keeping the livestock out on the Land, they are healthy and they develop a herd mentality. The momma cows take care of their calves, not expecting us to care for them. They calve on stockpiled forage with new grasses growth in May and start the pasture rotations when these calving fields are used up. We plan to take 50% grass and use the cattle to trample the rest into the ground to feed the land. We have seen an increase in water retention and nutrient dense forages.

We were impressed with the health benefits of grass fed beef and the growing market demand for healthy alternatives. As this was happening my mother was faced with health issues that required her to go back to eating nutrient dense foods. Her diet was so strict that she was having a hard time finding food that she could digest. Her system was acting like she had crones colitis and she started losing weight. What happen next surprised even us because she found out that she could not eat beef from the store



or at restaurants or the 4-H steer from my sister. I gave her some of our beef and she could eat it and digest it. The only difference has to be in the feeding of these animals, ours was grass fed and the others would have been grain fed. When you start to talk to people about their health issues you start to find alot of people that have digestion issues, and they are looking for food that they need to stay alive.

Our children plan to come back to the ranch and raise their families, so we will need to grow the existing operation to make room for them. What better way, then to provide the whole production chain from birth to finish on our own Ranch. We are excited with the opportunities that are out there for the grass fed industry and plan to be a player.

Contact us:

Randy & Carla Radford

Box 765

Roblin, MB R0L 1P0

Phone: (204) 937-4785ell: (204) 937-0611

E-mail: rradford@inethome.ca

green pastures



Meet our growers..... Cal & Joyce VonBargen

We started our farm in 1986. We have 3 children, Derek, Bryce and Laura. We currently own 6 quarters of land and have 100 purebred and commercial Angus cows. We start calving in April and retain the calves which we graze as yearlings.

When we became aware of the health benefits of grass finished beef versus conventional grain finished beef, our whole farm and philosophy changed. We use bale grazing in the winter and rotational grazing (moving the cattle through a series of paddocks) during the grazing season. The manure distributed improves our soil fertility, resulting in nutritious grass and high quality beef cattle. The animals are provided a smorgasbord of quality forage to choose from. They are raised the way Mother Nature intended; no antibiotics, no hormones, and no chemicals.

Our cattle are treated with respect. Their physical and mental health are always at the forefront of our daily operation. We believe that a happy cow is a healthy cow, so we always try to keep them happy and content to the best of our ability. Our herd is selected based upon their ease of maintenance and their ability to withstand our Manitoba climate. We have achieved this by careful selection and the use of artificial insemination.

We welcome your inquiries on the purchase of our beef and breeding stock and thank you for visiting our website.

Contact us:

Joyce & Cal Von Bargen
Box 41
Sifton, MB R0L 1X0
Phone: (204) 655-3320
E-mail: cjfarm@mts.net



Follow us on Facebook.

<http://www.facebook.com/pages/Winnipeg-MB/Manitoba-Grass-Fed-Beef-Association/162426143813926>