



SPRING 2013 NEWSLETTER

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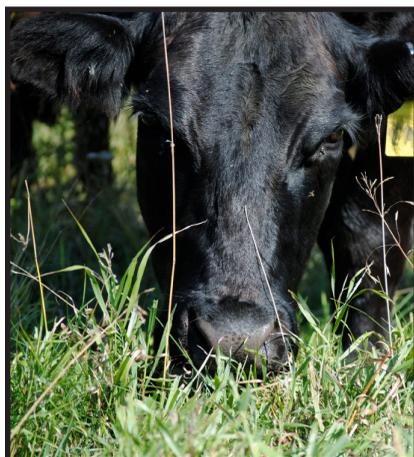
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Manitoba Grass-Fed Beef Association  
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## Increasing demand for Manitoba Grass-Fed Beef

Grass-fed beef producer and retail supplier, Todd Churchill is looking to source supply from our Manitoba grass-fed beef producers to meet increasing demand for the product. Churchill, owner of Thousand Hills Cattle Company, supplies retailers across the mid U.S. with beef and has recently been contracted to supply for the US based grocery chain Target. He is in the process of expanding his suppliers.

In winter, Churchill travelled across Manitoba touring several of our producer's ranches, including our Chair, Carla Radford who farms with husband Randy near Roblin, MB. 'He was very impressed with the cattle that Manitoba has to offer,' says Carla. 'He said our cattle are as good as he has sourced from the US side, and that he's looking for cattle with genetics that will give an excellent eating experience in flavour and tenderness, and these genetics will work nicely.' According to Carla, 'Manitoba has the top quality forage and grasslands that produce the excellent flavour that grass-fed beef customers have come to love.'

Churchill also toured other Association member farms, Nerbas farms (Nerbas Brothers Angus in Shellmouth, MB) and the Bouw Farm (Edie Creek Angus in Anola, MB). Edie Creek Angus specializes in grass fed beef genetics; and Churchill noted the exceptional quality animals they have been producing.

Churchill made further visits to the Witty and Turnbull farms to see their stock. He concluded that there is strong maternal genetics in these herds and they could be the foundation for producing great grass fed beef. 'There is some good, consistent maternal cow herds in Manitoba that can get someone started instantly into the grass-fed business,' said Churchill. Also, some Manitoba ranches have been sourcing grass genetics from New Zealand and the US to improve on the feed efficiency, and finishing.

Something else interesting is US processor Lorenzo Meats in Minnesota, has expanded their facility to meet the added demand for processing Churchill's grass-fed beef. In the US, many processors are having trouble filling their plant with conventional meat, this is not a problem with the speciality meat market.

Churchill also says that there will not be a problem with Country of Origin Labelling (COOL) –as he will label the Canadian product to meet US standards. He says his customers are fine with labelling the products from the US/Canada; his customers are buying from him because of his strict production protocols, and premium product.

Jim Lintott from our Association has been hired by Churchill to source cattle from Manitoba, so if you want to find out how to participate in this US market contact him at (204) 612-6131 or [jclintott@highspeedcrow.ca](mailto:jclintott@highspeedcrow.ca) →

# green pastures



Producing grass-fed beef is much slower than traditional beef. In Manitoba it takes 20 – 30 months per animal, whereas feedlot production is 16 - 22 months. Developing a consistent supply chain is as important as having consistent demand for the product.

The MGFBA has a strict protocol and this was very important in the connection with Churchill as he too has strict guidelines that he enforces with all his suppliers. Located in Minnesota, Churchill has strong ties to environmental sustainability, humane treatment to his livestock and land (as do our Manitoba producers).

To learn more about Thousand Hills, check out the Videos on this page – particularly the one called Twin Cities Live. <http://www.thousandhillscattleco.com/allvideos.asp> In the Twin Cities television story, Churchill explains how his stock are raised on over 20 varieties of grass and the cattle are allotted certain sections of the field for grazing.

This process, known as rotational grazing encourages the cattle to eat the grass in one area first (as opposed to just picking out their favourite), before moving them on to the next pasture. Many producers use the rule 'take half, leave half' (of the plant) which ensures the field they are exiting is in good shape and will have ample time to regrow before the next time it is grazed. Pasture that is eaten to the ground (overgrazed) is stressful to the plants and requires a longer time for rejuvenation. Rotational grazing is practiced by many of our producers.

## Check out our New Products

Check out our products for offer. This past fall we enlisted the support of a chef and hired a photographer to shoot our 100% grass fed beef products. Check out our sumptuous offerings.

Dill sausage, farmer sausage, wine sausage, paté, smokies, stewing meat, wieners and more. These are primarily our value-added products, you can always buy steaks, roasts and ground beef as well.

## Watch for our New Labels

Any grass fed beef produced by members of our Association will now have our new label on it this summer. Our frozen products are always on sale at Vita Health Fresh Food Stores in Winnipeg, so be sure to look for our new label.



# green pastures



## Grass Fed Beef Steaks

### with Kalamata-Olive Chimichurri

Source: Bon Appetit

Chimichurri, the traditional accompaniment for steak in Argentina, is an olive oil-based sauce with vinegar, parsley, and other seasonings. In Argentina, cattle are grass-fed, and the vinegary relish complements the herbal beef beautifully. The meat is very lean, so it's best rare.

#### Ingredients

- 3 tablespoons fruity olive oil, divided
- 4 garlic cloves; 2 thinly sliced, 2 pressed
- 1/4 teaspoon dried crushed red pepper
- 1 bay leaf, preferably fresh, broken in half
- 1/3 cup finely chopped shallots
- 1/4 cup finely chopped fresh Italian parsley
- 2 tablespoons finely chopped pitted Kalamata olives
- 2 tablespoons red wine vinegar
- 1 to 2 tablespoons water
- 2 14- to 16-ounce 2-inch-thick grass-fed New York strip steaks
- 2 teaspoons paprika
- 1 teaspoon coarse kosher salt
- 1/4 teaspoon cayenne pepper

#### Preparation

Heat 2 tablespoons oil in heavy medium skillet over medium heat. Add sliced garlic, red pepper, and bay leaf. Stir until fragrant, about 1 minute. Add shallots and sauté until just translucent, about 2 minutes. Remove from heat; stir in parsley, olives, and vinegar. Add 1 tablespoon water. Add more water by teaspoonfuls to thin as needed. Season chimichurri with salt and pepper. **DO AHEAD.** Can be made 2 hours ahead. Let stand at room temperature.

Rub steaks with 1 tablespoon oil and pressed garlic. Sprinkle both sides of each steak with 1/2 teaspoon paprika, 1/4 teaspoon coarse salt, cayenne, and generous amount of black pepper. Let stand at room temperature 30 minutes or up to 2 hours.

Preheat oven to 400°F. Brush heavy, very large ovenproof skillet (preferably cast-iron) with oil. Heat over high heat until almost smoking. Add steaks. Cook until browned, about 5 minutes. Turn steaks and transfer skillet to oven. Roast until instant-read thermometer inserted horizontally into steaks registers 110°F to 115°F for rare, about 10 minutes.

Let steaks rest 5 minutes. Thinly slice crosswise. Spoon chimichurri over.



**SEND US your RECIPES and we'll post them on our Website! [info@manitobagrassfedbeef.ca](mailto:info@manitobagrassfedbeef.ca)**

# green pastures



## Our Producer List

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## Manitoba Grass-Fed Beef Producers represented at Several Events

This past winter Carla Radford (Chair), hosted a booth at Beef & Forage Days in Ste. Rose, Manitoba (near Dauphin). Carla explained to those in attendance how the Manitoba Grass-Fed Beef Association was developed as a result of a couple of producers working with the Manitoba Forage Council and Manitoba Agriculture, Food and Rural Initiatives and how they have expanded since then. Today, there are 10 families involved in the association and they are looking for more members to meet the increasing demand for their product in both Manitoba and south of the border. The Association is also proud to promote their value-added products developed in conjunction with Chef Helmut Mathe and the Food Development Centre in Portage la Prairie, MB.

Other events our producers attended include the Direct Farm Marketing Conference, Food Matters at the Marlborough Hotel and the Western Canadian Holistic Management Conference.



**Like us on Facebook** - Manitoba Grass Fed Beef Association

## WHERE TO BUY

- Vita Health FRESH MARKET Stores, Osborne Village, St. Vital, Garden City, Tuxedo Park
- St. Norbert Market
- Crampton's Market (summer)
- St. Leon's Market (summer)
- Humbolts
- Ellice Meats
- Directly from our producers - roasts, steaks, ground beef and other cuts. Home Delivery available.