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Rockin J Cattle August 2006

August 2006

Dear John,

Harvest is in full swing, the days are getting shorter, school is back in session and our beef is at its finest. This season's harvest is at its prime right now, last week's yield data showed very well marbled beef (2/3 Choice 1/3 Select).

Our beef is truly a finished product. We will soon be out of quarters and halves for the season so don't wait to order yours, as it may be too late.

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Rockin J at Niwot Market



Can't make it to the Farmer's Market. That is okay, the Niwot Market now carries a limited selection of Rockin J products.

We also deliver for those of you who find this option more convenient

Grilled Sirloin Tip

The Sirloin Tip is not quite as tender as the Sirloin, however, can be a wonderfully flavorful main dish. With a little care in taking out the visible tendons it is a very palatable cut of meat. I like to slice the steak on a bias across the grain which also helps.



Marinade enough for 2-3 steaks.

- | | |
|----------------------|----------------------------------|
| 1/3 cup of soy sauce | 1/3 cup olive oil |
| 1 T Brown Sugar | 1 T Tomato Paste |
| 1 T Chili Powder | 2 t Cumin |
| 1/4 t Cayenne Pepper | 3 Medium Cloves of garlic minced |

Mix all ingredients in a small bowl. Marinade the Sirloin Tips for at least 1 hour. Grill until the meat read 130 degrees on an instant read thermometer for medium rare. Remove the

This Month's Bargains!

Ground Beef \$3.50/lb*

Always the same high quality dry aged beef.

*Buy 45 or more pounds of ground beef, round steaks/roasts, chuck steaks/roasts or rump roasts or in any combination **\$3.50 a pound** offer expires 9/30/2006 delivery time may vary depending upon availability.

Whole Beef

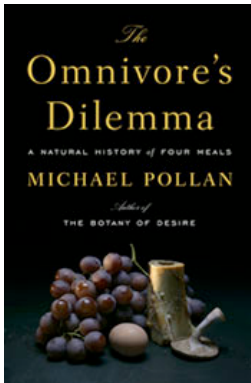
\$.95/lb live weight plus processing
3 3-4 year olds
GUARANTEED you like the taste and tenderness. We'll buy it back if your not satisfied. You Get your beef for about **\$3.75 / lb** for good quality beef. Limited availability (3 sold already without complaints). Must return 90% of sirloin, strips, filets and Ribeyes to receive a refund

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steak from the grill. Allow the steak to "rest" for several minutes so to ensure a juicy meal.

Michael Pollans - The Omnivore's Dilemma



Sometimes it seems like there is little we can do to make a difference in the world. Though without much effort on your part or changes in your lifestyle you have the ability to help move the world in a positive direction. Michael Pollan has done a great job in writing about how what we eat can have a great effect upon the world.

[More on the book, reviews and the first chapter...](#)

What Are Customers Say

We think Rockin J beef is so delicious that we have it sent to our home in Germantown, Tn. The fact that we know it is also good for us makes it even better. Wonderful service and lovely young couple with whom to deal.
Pat C Steamboat Springs/Germantown, TN

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