

From: John <john@rockinjcattle.com>  
Subject: **Re: News from Rockin J Cattle**  
Date: November 4, 2009 9:35:08 AM MST  
To: Rebecca Cruz <beckblcr@yahoo.com>



News From Rockin J Cattle November - December 2009

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**Greetings!**

Where has the year gone? It seems like yesterday that I was getting ready for summer and now I am trying to get ready for winter. Half of our yearlings have sold, we have quite a few bred heifers we are still trying to sell. We also typically sell quite a few scanned beeves to Tallgrass Beef of Chicago, however they wanted longer payment terms this year, which I have opted not to accept, so, I have quite a few beeves to sell through the winter. We will be wintering them in Grand Junction to maintain and improve their marbling.

Currently you can find our beef in Bamboo Market, Sweet Pea Market, Health Works in Craig, The Clark Store, Freshies and the Drunken Onion. The Epicurean will also be serving our beef this winter. Hopefully very soon you will also find us in several other restaurants.

We also will continue to deliver our beef throughout the winter. With the current economic climate, *think of buying a quarter or side of beef and save we have plenty!*

**November Deliveries**

**Don't forget 10% of your purchase goes to Shepherd Valley Waldorf School!**

I will be making a scheduled delivery

**Thursday November 5th**, weather permitting, with an additional/makeup on the 10th and 11th for those who this does not work for.

*Do not forget that Beef makes a great **Christmas** present and we will package and ship it for you!*



**If you want a special cut for Christmas, order early so I can try and save it for you!**

Call me at 970-367-6184 or send an email to [john@rockinjcattle.com](mailto:john@rockinjcattle.com) to order your beef for delivery.

**Getting Real About the High Price of Cheap Food**



**TIME**

Most of you already know about the hidden costs of food. Though Time magazine just had a very good article on the hidden costs of our "cheap food". Those hidden costs include:

Environmental deterioration - from a loss of topsoil, dead zones in the gulf of Mexico,

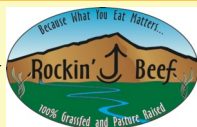
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carbon emissions as ag uses about 19% of all fossil fuels in production...

Antibiotic resistant bacteria

Government subsidies

Higher health care costs

And many more... I would suggest that all of you read the article and help us work back towards a regional and sustainable based food economy. [Read on...](#)

## Recipe Contest...



I seem to create enough work for myself to have two full time jobs. So I can not seem to find the time to create more good recipes for you to enjoy our beef with. As a result I am having a recipe contest so can you to help me help others cook our grass finished beef. I am not sure what the prize will be but ***I promise it will not be potatoes!***

Entries will be due December 15th.

Recipes will be judged on taste, originality, appearance and ease of preparation

[Click here for contest details...](#)

### What others are saying

Hi John,

The beef is the best I have had. This is the fifth ranch I have tried. Head and shoulders above the rest. I also feel all the cuts are there - I swear twice as many steaks as the last half from another group.

Thanks for delivery and the excellent product.

Here are some shots from over your way that I took this summer - <http://fortcollinsaudio.com/jodore.html>

Don Walker  
Ft Collins, CO

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Howdy John!

Remember those Wendy's ads from the eighties with the little old ladies and their line of 'where's the beef?' Well my family knows where it is! Or should I say where it comes from!! I just wanted to let you and all your company know what AWESOME BEEF we've had for the last month!!!! I thought the meat would need some tenderizing, like the t-bones, but they were delish! The men have really like having steaks and beef-a lot! When I made the beef stew the meat was real tender and the taste is soooo good. It wasn't chewy like the store-bought stuff. So all I can say is thank you, thank you, and thank you again for such an awesome product. You have new customers hopefully for the years to come!! Praise God for you! We just want to Bless you and your family as well as your business, Bless you!!!! Have a great Thanksgiving!!!

With Warm Regards,  
Pete and Jackie Murrish  
Denver, CO

Thank you for supporting local, sustainable agriculture.

Sincerely,

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Great Divide, Colorado 82321



#### This Months Specials:

Beef Jerky 4 packages for \$20  
Flavors - Sweet Ginger Teriaki - Original - Peppered - Hot  
Sirloin Steak --- \$9.50/Lb

Supplies limited

We have had a large wholesale delivery cancellation, so we have lots of sides/quarters and whatever your heart desires in the beef realm left!

[Forward email](#)