

Rockin J Cattle Newsletter

October 2006

Dear John,

Fall has arrived, bringing forth the wonderful display of color nature gives us every year. Changes are occurring on every front.

The irrigation has changed to preparations for next year's irrigation season. Most farmer's markets are ending this month. This brings about a change in how we deliver and you receive beef.

To meet your needs, we are now delivering to Denver on the second Tuesday of the month and Northern Colorado the second Thursday. If this does not work for you, give us a call.

If you enjoy eating our beef please tell your friends and neighbors about us.

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Side on Subscription



If you do not have the freezer space or money to purchase a half today but you want one, we have the answer for you. We'll store your side for a \$7 monthly charge and deliver varied cuts each month for six months.

We will deliver on the second Tuesday of the month to Metro Denver and second Thursday to Northern Colorado. The cost to you is \$4.49/pound of boneless beef, with a \$100 refundable deposit. This guarantees you'll receive your beef over the next six months.

For more information call John at 303-485-0278.

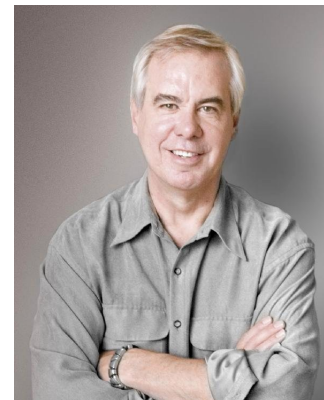
Chuckwagon Green Chili

You do not find many recipes for beef green chili out there. I tried to find one, to enter into the Steamboat Chuckwagon Chili Challenge, but couldn't. So I proceeded to modify a pork green chili into a beef green chili which ended up tasting pretty darn good.



Ingredients:

What our customers are saying



Dear John,

I write to express my surprise and delight in the flavor of your Rockin J Cattle ground beef.

My initial purchase of a few pounds was almost accidental as I happened by your booth at the Niwot Farmer's Market. But, that serendipity was superbly rewarded as I delivered your product to my charcoal grill where the way it cooks is as remarkable as its taste!

Where I typically use seasoning or BBQ sauce to enhance grilled hamburgers during the cooking process, I find that I add nothing to your flavorful ground beef.

Admittedly, I was not prompted to purchase your product because of the health benefits from

| | |
|------------------------------------|----------------------|
| 1.5 lbs Chuck Steak | 1 stick of Butter |
| 6-8 ounces tomatillos finely diced | 3 C of Chicken Stock |
| Flour or Masa | 1 small onion |
| 2-3 T Oregano | 1 T Cilantro |
| Salt and pepper to taste | 1/2 T Cumin |
| 18 Ounces of Green Chilis diced | Olive Oil |
| 2 cloves garlic minced | |

- Heat oil in a stock pot. Medium high.
- Sear/brown Chuck on both sides
- Remove meat and deglaze the pan with some chicken stock.
- Add butter to the stock pot and saute the finely diced onion and minced garlic until translucent.
- Add flour or masa to make a roux. Cook for several minutes.
- Remove the roux add a splash of chicken stock to deglaze the pan.
- Return the roux to the pan and whisk in the chicken stock slowly so the roux does not get lumpy
- Add all the remaining ingredients to the stock pot
- bring to a low boil and simmer for several hours
- remove Chuck and shred the beef using two forks to pull it apart

Let food be thy medicine and medicine be thy food



The advice of medical sage Hippocrates nearly 2,500 years ago, is finding new advocates. Interest has soared in the health-enhancing role of specific foods, often called functional foods, and Clemson University researchers are at the forefront of the field.

Clemson animal sciences researcher Tom Jenkins is looking at a surprising functional food. After years of battling to keep its place on dinner plates, beef turns out to be a significant source of anti-cancer and weight-control biochemical compounds.

your more natural process, but I certainly feel warranted by using your product, and thereby, supporting the grass-fed future of your industry.

I will continue to use Rockin J's wonderful ground beef exclusively, and look forward to trying your other products.

Sincerely,

Craig Chasen
Boulder

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