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## Renaissance Farms Ltd

Emporia, KS 66801 620-343-6757 email: [galloway@renfarms.com](mailto:galloway@renfarms.com)

<http://www.renfarms.com>

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### Get Your COOL Beef Here

COOL is the acronym for Country of Origin Labeling, which continues to be a hot topic in agricultural circles. Proponents feel strongly that beef and fresh meats and produce should include labeling (that is visible to the consumer) identifying the specific country in which the beef was grown and slaughtered.

While the COOL act was officially signed into law back in 2002, several delays now leave it poised to take effect in September, 2008. Whether that actually occurs is anybody's guess.

So what does COOL mean for consumers? Essentially we would know at the retail level exactly where our beef, berries or beans were produced. If we happen to be consumers who prefer to buy American, we'll know whether that roast was grown in China (really), Uruguay, New Zealand, or the USA.

And what does COOL mean for patrons of Renaissance Farms Ltd? We like to think it means **County** of Origin Labeling. Because you know exactly what county your beef comes from. And if you're interested, we'll even show you the exact pasture!

Grassfed Beef from Renaissance Farms Ltd is way COOL!

### Beef On Hand

Rib Roast  
Brisket  
Lean Ground Beef  
Chuck and Arm Roasts  
Kebob Beef  
Skirt Steak



Please give Judy a call at  
620-343-6757 or  
email at:  
[galloway@renfarms.com](mailto:galloway@renfarms.com)  
to place an order.

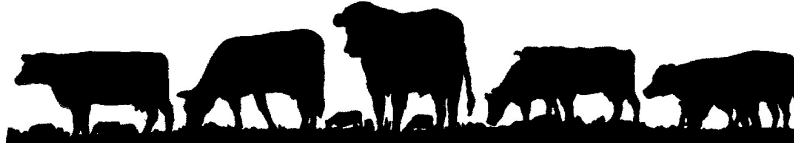
You'll be glad you did!

We will be fully restocked in  
early December!

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### Know Thy Trans-Fats

Just when you think you've got all this good fat, bad fat stuff figured out, along comes *good* trans-fats! But don't panic...you're already familiar with this good guy. It's the precursor to conjugated linoleic acid (CLA), and there's a more in-depth look at it on the next page, in case you're interested.



## Fatty Acid Profiles in Grass-Fed Beef and What They Mean

Susan Duckett<sup>1</sup> and Enrique Pavan<sup>2</sup>

<sup>1</sup>Clemson University, Clemson, SC and <sup>2</sup>INTA, Balcarce, Argentina

NOTE: What follows are extracted statements from the original 7-page paper below. They remain true to their original context.

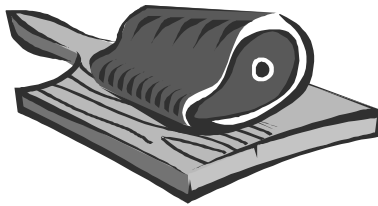
Ruminant animal products (beef, lamb, butter, ice cream, cheese, etc.) also contain low levels (1-8% of total fatty acids as trans) of trans fatty acids. These trans fatty acids are produced naturally during the biohydrogenation of unsaturated fatty acids in the rumen.

These naturally produced trans fatty acids are

receiving distinction from their artificial counterparts present in partially hydrogenated vegetable oil. One reason for this is

that the major trans fatty acid in most ruminant products is vaccenic acid which can be converted to conjugated linoleic acid (CLA) and has cancer-fighting properties. Turpeinen et al. (2002) reported that on average 19% of dietary VA is converted to CLA, cis-9 trans-11 isomer, in humans. As a result, it has been suggested that dietary consequences of VA in beef products should be considered separately from other trans fatty acids (Lock et al., 2005). The amount of VA is 4-fold higher for grass-fed beef and this can be desaturated to CLA in the human body.

Conjugated linoleic acid, specifically the cis-9 trans-11 isomer, has been shown to possess anticarcinogenic effects (Ha et al., 1987).



## In The News!

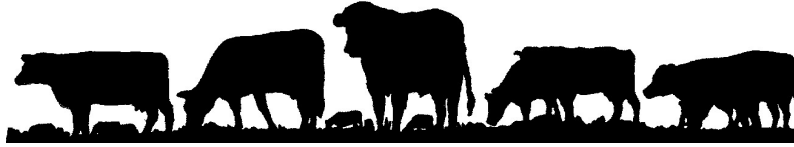
The Emporia Gazette did a nice little feature on our Galloway cattle this past July. The piece included a photograph of one of our bulls with a few cows. They were all on their best behavior!

## Email Newsletter

Very soon we'll begin sending out short email updates from Renaissance Farms. These will be in HTML format, so they'll look like a webpage delivered right to your inbox!

And don't be surprised to find an occasional 'SALE' notice in there. So if we do not have your email address, you'll be out of the loop! So please, make sure we have your email address! And if you don't have email, perhaps there's a family member that wouldn't mind receiving your email update from us?

Thanks!



## Buying Grassfed Galloway Beef by the Side

Frequently we are asked via email about the pricing structure of our beef when purchased by the side. We'll run through that formula here, and add a few notes at the end. Here goes:

Let's assume a 600 pound hanging weight on the animal, for easy calculations. This means a side weighs 300 pounds. The 2007 price per pound hanging weight is \$2.10, or in our example, \$630. This is the amount payable directly to Renaissance Farms Ltd. Once we deliver the beeves to the processor, you will pay the processing charges directly to Olpe Locker when you take delivery of your beef. Olpe Locker is currently charging 40 cents per pound hanging weight, or \$120 in the case of our example, plus 1/2 the slaughter fee, \$12.50. Adding up the charges for the side of beef and the processing fees, this side of beef comes up to \$762.50.

Now let's put this in some meaningful terms. The 300 pound side of beef will yield somewhere between 185 and 200 pounds of packaged beef, depending on the animal and also on how you have it cut. Taking the average of those two figures gives us 193 pounds of packaged beef, which when divided into the total dollar amount of \$765.50, gives us a per pound price of \$3.95.

Amazing! You are able to purchase clean and healthful, gourmet Galloway beef, without hormone implants, without subtherapeutic antibiotics, but WITH all of the nutritional bonuses of grassfed beef, for just \$3.95 per pound.

Great nutrition, taste and convenience right at your fingertips! Buying by the side just makes great 'cents'!

### Recommended Reading

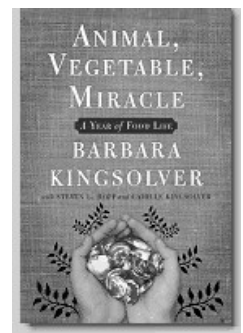
## Animal, Vegetable, Miracle

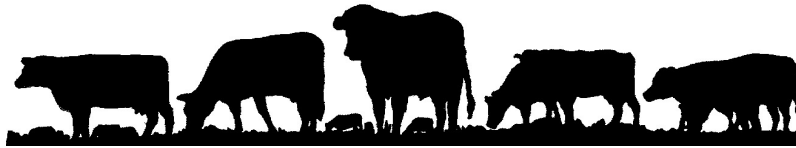
By Barbara Kingsolver

The motivating factor behind this book was simple: For an entire year the author and her family decided to see just how much of their annual food supply they could purchase from within their own county in the Appalachians. And whether your first reaction is "Oh, that wouldn't be too difficult", or maybe a reaction bordering closer to panic (as was mine), this book is a must-read on two fronts: First, the subject matter. Kingsolver, aided by the written contributions by her husband and eldest daughter, bring into clear focus just how far removed from its roots our food supply has become. In our quest for convenience and bargain prices, we've settled for foods that are barely recognizable as belonging to an actual food group. While I do not share all of Kingsolver's political sentiments, I did find myself squirming a bit uncomfortably at times as I inventoried what actually does make it into our own household's pantry.

The second reason to read this book is its 'delicious factor'. Kingsolver is arguably possessed of one of the finer writing styles in modern literature. She serves up serious facts interspersed with delightful morsels of humor. Her turns-of-phrase are matchless, clever garments cloaking salient points. I found myself rereading some lines just for the pure enjoyment of their presentation.

In the end, the Kingsolver family's journey is a profound awakening to the lopsided role awarded to heavily processed foods and industrialized food production in our daily diet. It is as thought provoking as it is enjoyable.





## Cooks' Corner

Grassfed ground beef is a 'user-friendly' and economical means of adding quality protein, vitamins, minerals and healthful fatty acids to our diets. So we thought we'd share a couple of our family favorites with you and your family!

### Flat Sombremos

- 1 to 1.5 pound ground beef
- 1 can refried beans
- 1 small can red enchilada sauce
- 1.5 to 2 cups shredded cheddar or Monterey Jack cheese
- 12 corn tortillas



Brown beef, add taco seasoning and refried beans. Thoroughly mix and heat through. Add cheese, stirring until melted and combined with beef and bean mix.

Microwave corn tortillas in waxed paper or ziplock bag for about 20 seconds...just long enough to warm them. Place on sprayed baking sheet, and cover each one with meat/bean/cheese mixture. Sprinkle with more cheese. Place in 375 oven for 7 to 8 minutes. A really tasty and quick meal!

### Pizza Casserole

- 1 pound ground beef
- 1 small onion, finely chopped
- Dash garlic powder
- 1 28oz jar spaghetti sauce
- About 2.5 cups of rainbow rotini pasta, cooked and drained
- 2 cups shredded cheddar or mozzarella cheese
- 1/4 to 1/2 cup parmesan cheese



Brown ground beef with onion. Add garlic powder and spaghetti sauce and cheeses. When pasta is cooked, drain and combine with meat mixture. Place 1/2 of mixture in greased casserole dish. Sprinkle a thin layer of shredded cheese, and add balance of meat/noodle mixture. Heat in 350 oven for 25 to 30 minutes, or until heated through. Yum!

# The First 'Farm Factory' Experiment

Industrialization was first applied to the farming model by J.P. Morgan under the management of one Thomas Campbell, in Montana in 1918. Campbell in turn had a vision of a U.S. Farmer's Corporation. Both Morgan and Campbell sought to help farmers, who up to that point had been more or less missing out on the Gilded Age. Campbell reckoned that by applying the same principles Ford had used to revolutionize the automobile industry and, more importantly, the American way of life, that is, the economies of efficiency (assembly line) and scale (purchasing power discounts), then even the unpredictable lot of the farmer might also be improved. And so a 'farming factory' was initiated on 95,000 acres of the Crow Indian Reservation near Hardin, Montana.

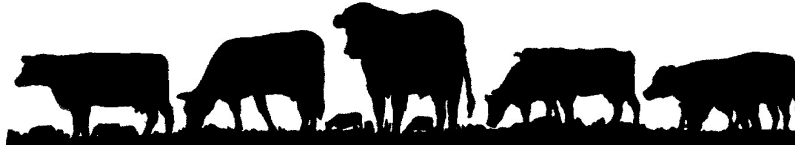
It is difficult to say what residual ideology of Campbell's still resonates within agricultural industry in America today, comprised as it is of so many tendrils reaching into so many places political. But what would seem to be clear is this: the 'factory' model as applied to farming did not, nor has it yet, elevated farming to a purely independent, capitalistic enterprise. Agriculture's DNA has been spliced with the political DNA of our nation, and the two may be forever inseparable. Cash outlays given to farmers, even with the factory model, are still required to keep many 'family farms' afloat financially. Many family farms require off farm income to actually provide for the support of the family, as the farm business itself barely meets the expenses and heavy capitalization required by the nature of the enterprise. But the truth is, billions of dollars of farm subsidies go to corporations. As an example, 533 'farmers' in Washington, D.C. received payouts totaling \$3,140,170 between 2003 and 2005. Not a lot of agricultural land around D.C., but there's sure plenty of fertilizer!

Small farms suffer owing to their lack of economy of scale. Equipment is expensed over far fewer acres and thus product (income). In the case of beef production, animals that are given pastures to harvest their own food (but also including hay production) require 4 to 8 acres each to support their annual feed requirements. Do you know how many cattle 8 acres of feedlot holds? Try around 800!

Many small farms are rejecting the conventional methods of farming and returning to a lower input, sustainable model. The soil wins, the water wins, and the consumer wins. And it is you, the like-minded consumer, who acts to create the demand for these sustainably produced products, allowing the farm to stay small and in the family, rather than absorbed by the neighboring mega-farm.



So please, think about these things when next you have the opportunity to purchase meats, eggs, poultry and produce direct from a small family farm. You are a vital part of the team!



## Stuff You Might Want To Know...

### New Email Address!

[galloway@renfarms.com](mailto:galloway@renfarms.com)

We're switching everything over to this email address since it is associated with the domain name. That way, if we change email providers later down the road, the transition will be invisible to everyone else. But don't worry, the old [renfarms@osprey.net](mailto:renfarms@osprey.net) is still working for now.

### Send Us An Email

**We'd like to see if we can get more personal email than Spam, so won't you please email us?**

**Actually, we would like to update our email database. If you're not on it, we'd like to add you. The simplest way to accomplish this is for you to send a quickie email to [galloway@renfarms.com](mailto:galloway@renfarms.com) with subject line "Add to renfarms email" or some other catchy line.**

**We'll make sure your information is updated.**

**Thanks!**

### Recycle your News, Views and Moos

When you've finished reading your Renaissance Farms Ltd newsletter, why not recycle it by passing it on to a friend or co-worker? If you agree with our beef production and grassland management philosophies, you can help us connect with others. Even leaving a copy in the office break room can serve as an introduction of our Galloway beef to your coworkers!

And if you know someone who would enjoy receiving our newsletter or email updates, please send along their contact info.

### Fall 2007 Beef Orders

If you want a side of beef for this Fall, there's still time! 2007 Fall beeves will be slaughtered late October to mid-November, and there are still a couple of sides available.

PLEASE...even if you have left a 'standing order' with us for a side of beef each spring and/or fall, go ahead and contact us to confirm that you indeed wish to complete that order this June! Thank you!

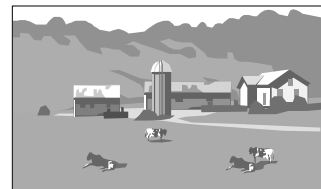
And if you like to plan ahead, now would be the time to order your Spring 2008 side of beef. We do not have too many available for next year, so be sure and get your order in soon.

Just a quick pricing reminder: Sides are \$2.10 per pound hanging weight, with customer paying the processing fees direct to Olpe Meat Locker.

We try to match you up with the size of animal that works best for your family. No promises on that, but we sure do try.

As always, if you have questions or comments about your beef, please contact us!

620-343-6757



# A Chance to Renegotiate U.S. Nutrition Policy

Reprinted from the Animal, Vegetable, Miracle website

<http://www.animalvegetablemiracle.com>

Have you ever wondered why fast food is cheap – in spite of all the fossil fuels and processing that were required to make it – while simple, unprocessed organic produce is relatively more expensive?

This puzzle has a two-word answer: Farm Bill.

U.S. taxpayers pay tens of billions of dollars each year to subsidize the production of commodity crops – mostly corn, wheat and soybeans. Most of this production enters our diets almost unnoticed, as the ingredients of processed foods (such as high-fructose corn syrup) or feed for confinement-raised cattle and hogs. We also subsidize the fuel costs of getting these products manufactured and shipped to market.

The Farm Bill began as a safety net for small farmers, but over the years has become the opposite, rewarding the largest producers. In 2005, about half of all farm-commodity subsidy money went to only 5 percent of eligible producers. Some were not even farmers, but large institutions and Fortune 500 companies.



The U.S. government urges us to eat more fruits and vegetables, but our agricultural programs offer virtually no assistance to fruit and vegetable farmers. Organic growers, furthermore, have to pay out of pocket for the costs of certifying and inspecting their own farms. By contrast, the inspection and regulation of “conventional” (non-organic) farms, feedlots, slaughterhouses, packing and processing plants are paid for by our taxes. Our subsidies guarantee the cheap supply of processed corn- and soybean-based carbohydrates and fats that dominate the menus of our school lunch programs and fast-food chains. Childhood obesity and early-onset diabetes have reached unprecedented levels in our country. It’s no coincidence that this is an American problem – it’s directly related to the U.S. government’s farm and nutrition policies.

The omnibus legislation known as the Farm Bill (which should be called the Food Bill) is renegotiated every 5 to 7 years. Congress is discussing it now, in the spring of 2007. Legislators will change the status quo only if their constituents insist on it. ***Many consumers would like to support skilled farmers who produce healthy products, are good stewards of their land, work to preserve clean water and open spaces around our communities, and are contributing to a secure food system.*** (emphasis added). “

***And many, like YOU, do just that!!***



## Need Beef?

Then we have great news for you! We will be *fully* restocked by **early December** with a great selection of Grassfed Galloway Beef. You select the cuts you'd like to have, and we'll gather up your order. And remember, we deliver within Emporia city limits on orders over \$25.

New Arrival! This little white bull calf was born in early September. We'll be keeping an eye on him as a prospect for a future sire at Renaissance Farms Ltd.

Like Our Grassfed Galloway Beef? Tell A Friend!  
Attention Kansas City Friends: We're making plans for a regular, scheduled delivery to the Johnson County area. So let your friends know about this opportunity! We can be contacted by phone or email for details.



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