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Rockin J Cattle Newsletter

November - December
November/December 2006

Dear John,

Thank you for a great year! We have improved our product over the past couple of years. In order to improve our product quality we have resorted to high technology.

To determine what is going to be a well marbled, tender beef product we have begun using ultrasound technology to ensure what we provide to you is the best product we can produce. This costs a little more but should ensure a more consistent product in the future.

We continue to look for ways to make our product better, always striving to provide you with the best.

in this issue

- Christmas Packages
- Is it really Grass-Fed beef?
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Is it really Grass-Fed beef?



USDA proposes rules for grass-fed label.

Meat-eaters usually assume a grass-fed steak came from cattle contentedly grazing for most of their lives on lush pastures, not crowded into feedlots.

If the government has its way, the grass-fed label could be used to sell beef that didn't roam the range and ate more than just grass.

[Read on...](#)

Short Ribs

Our short ribs are prepared with an English-style cut. Each rib bone is cut separately with a large chunk of meat attached. The bone and meat are cut into manageable chunks. The other style of butchering is called flanken-style in which the short ribs are cut into thin cross sections that contain



Christmas Packages



Gift Package #1 \$25

- 2 Lbs Ground Beef
- 1 Roast
- 1 Sirloin Tip Steak

Gift Package #2 \$40

- 2 Lbs Ground Beef
- 1 Brisket
- 2 Sirloin Steaks

Gift Package #3 \$50

- 2 Lbs Ground Beef
- 1 Roast
- 2 Packages of Short Ribs
- 2 Sirloin Tip Steaks

Gift Package #1 \$75

- 2 Lbs Ground Beef
- 1 Roast
- 2 Sirloin Steaks
- 2 NY Strip Steaks

prices subject to change without notice

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[Special Short Ribs](#)

two or three pieces of bone surrounded by pieces of beef.

[Braised Short Ribs](#)

Both styles of short ribs have a fair amount of fat, making them ideal for the grill. However, the thickness of the meat makes this challenging. To obtain an evenly cooked piece of beef, when grilling, slit the meat on opposing sides several times. This will have the effect of opening the beef up like a book with the meat being a uniform 1/4 inch thick throughout. This method should leave the meat tender while cooking quickly.

[Dr. Mercola -
Cholesterol, the Truth](#)

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The other style of cooking English-style short ribs is to use a long, slow and moist cooking method. This is similar to cooking a roast, allowing the fat and connective tissue to disintegrate without drying out the meat.

[Click here for a braised short rib recipe](#)

Cholesterol

Does Consuming Beef Raise Your Cholesterol?

Continued research confirms that including lean red meat in a heart-healthy diet can positively impact blood cholesterol levels and actually help individuals follow the diet with better long-term compliance. The recently published research looked at the impact of lean red and white meat on blood cholesterol levels. In essence, the consumption of lean red meat or lean white meat over an extended period of time is similarly effective in reducing "bad" cholesterol and raising "good" cholesterol concentrations in those people with elevated cholesterol levels. Information on the study can be found here (a doc file).

Other theories on cholesterol also exist and should be examined.

Cholesterol is one of the most maligned substances in history (with the possible exception of plutonium, which didn't ask to be made into bombs! :0)

What is abundantly clear, though, to those who are willing to look with anything more than a fleeting glance at official statistics, is that cholesterol is not the "axis of evil" it has been made out to be.

[Read on...](#)

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