




Our Beef is...

- 100 % grass-fed. No grain
- All natural. No hormones or antibiotics.
- Certified by A Greener world as 100% Grassfed and Animal Welfare Approved.

Sustainable Agriculture (Part 2—Economic and Social Sustainability)

Last month, we discussed sustainable agriculture in terms of environmental sustainability as one of the three pillars of sustainability:

1. Stewardship of our nation’s land, air, water (Environmental Sustainability)
2. Profit over the long term (Economic Sustainability)
3. Quality of life for farmers, ranchers and their communities (Social Sustainability)

All three of these pillars must work together to be successful. Striving for good stewardship of the resources will result in lower inputs/costs to the operation. Maintaining profitability, will allow for a

high quality of life for the farmer and enhance the economy of the community as a whole.

There is an old farmers joke that goes something like this....Q: How do end up with a million dollars from farming? A: Start with two million dollars... Farming and ranching is a tough business in many ways.



As you know, there are two sides to profitability....increasing revenue and/or lowering expenses. Like all other businesses, the cost of everything continues to rise, including our farm expenses.

On the revenue side, we strive to keep our prices affordable, even in times of high demand. It is always a struggle for us to know what to do in terms of pricing and we have not raised prices since 2016.. This year, due to extremely high demand, we could have easily raised our prices significantly and still sold out of our beef. We chose to honor the commitment we made to our customers earlier in the year that we would not raise prices for the remainder of 2020. At the beginning of every year we conduct an assessment to see if we need to raise prices in order to be economically sustainable over the long haul. For us, maintaining affordable prices for our customers is a big part of maintaining social sustainability for our grass-fed beef community.

What’s New on the Ranch

A big thank you to all of our fall customers. We have finished hauling all or our fall beef. The hanging weights were above average this year, and the calves looked



great. We hope you enjoy your beef this year!

Calving season is wrapping up. We have had 53 calves with only 4 cows yet to calve. We have only lost one calf so far (knock on wood). I always enjoy checking the calves in the evening after a long day of work and watching them frolic and play fight with each other. Definitely, the best time of the year to be on the farm.



Beef Updates:

BULK BEEF

Whole, half, or quarter beef

- We have sold out of all our beef in 2020. We will not be taking any more orders until after the first of the year for 2021. We will be contacting our existing customers first to reserve beef, then we will open it up to other new customers based on availability.
- The way it works is: 1) You tell us you want a quarter, half, or a whole. 2) We will follow up with you with additional details. 3) You can confirm your interest and send a deposit (\$100) to reserve your beef
- Please contact us with any questions.

RETAIL BEEF

Cuts directly from MJ Ranch

- We have limited inventory in our freezers here at the ranch due to high demand. We will be restock the freezers in November. If you want individual cuts, please contact Joyce for availability and to schedule a time to come out and pick some up.
- See our “Price List” on the website <https://mandjranch.com/contact-pricing/> for pricing and to see what cuts we always carry. This price list will also detail any cuts that are currently on sale.



Joyce’s Recipe Corner

Hey, there’s a nip in the air...time to turn the oven on again and do some baking!

GOURMET ENCHILADAS

- | | |
|------------------------|--|
| 1 Doz. flour tortillas | 2 lbs./pkgs. MJ Ranch Ground Beef |
| 12 oz cottage cheese | 2 cans Enchilada Sauce |
| 12 Oz. sour cream | 1-2 cans dried chilies (or Rotel tomatoes/chilies) |
| 1 large onion | Grated Cheddar (or Pepper Jack) cheese |

Heat Oven to 350 degrees. Brown beef and onion. Drain, if needed. Add cottage cheese, sour cream and chilies. Spread mixture on tortillas. Roll up and place in 9 X 13” pan. Pour enchilada sauce over top, sprinkle with favorite cheese and bake around 20-30 min. until hot and bubbly. (I use some homemade salsa & 1 can of Rotel tomatoes/chilies) We don’t like it too “hot” so this can be varied to your taste!



Our beef is all 2-year old, 100% grass-fed Angus beef, that has **never** been fed grain, always been kept on pasture, never in a feedlot, no growth hormones or antibiotics, and always been given humane care....as certified by A Greener World. We have 2 certifications: Animal Welfare Approved (humane care) & Certified Grassfed (fed only grass/hay)!



Connect with us!

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We’re on the web at www.mandjranch.com

And on Facebook and Instagram @MJRanchLLC