




**Our Beef is...**

100 % grass-fed. No grain

All natural. No hormones or antibiotics.

Certified by A Greener world as 100% Grass-fed and Animal Welfare Approved.

## High Performance Herd

We have finished hauling all the fall calves to the processors. The average hanging weight and average daily weight gains were at a record high this year since we have been keeping those records. These hanging weights were excellent given our cattle frame sizes. As I have discussed in the past, we focus on smaller framed cows and bulls. This allows us to produce more pounds per acre rather than more pounds per animal. However, when the calves have higher weight gains, we won't complain.

Its not just the quantity that matters, but more importantly, the quality. I have receive very good feedback this fall on the quality of the beef in terms of taste, marbling, and tenderness. It is always great to get positive feedback from our customers.



Some of this can be attributed to the relatively mild summers we have had the last couple of years in conjunction with very timely rain events. This has allowed us to have high quality forage throughout the grazing seasons. The weather is a great unknown in this business and a constant source of stress for me. Even though there is nothing I can do about it, I always seem to be living and dying by the weather forecast. Fortunately, it has been favorable for ranching in this region recently.

Another major factor is our focus on maintaining and constant improvements in genetics. Our bulls are tested for a variety of characteristics and we only purchase bulls that have the characteristics desirable for 100% grass-fed beef. Additionally, the performance of our cows and calves are tracked and monitored so we can retain only the best performing breeding stock.

Yet another factor is our rotational grazing practices. As I have said many times, rotational grazing is a cornerstone of what we do here at MJ Ranch. Rotational grazing is a

more efficient way to get the best use of pastures and maximum beef production per acre, as well as being healthier for the land and plants.

Finally, another important factor that is not always discussed in rancher circles is our commitment to animal welfare practices. We firmly believe that animal welfare and the quality of beef are closely related. We spend a lot of time and energy to ensure that our cattle are not stressed during their life on the ranch and are allowed to express their natural behaviors and tendencies. I will discuss more on what this means in terms of day-to-day practices in our December newsletter.

We are so grateful and appreciative of all of our loyal customers for another great year! We hope you are enjoying your beef. Thank you so much!



*Beef Updates:*

**BULK BEEF**

Whole, half, or quarter beef

- We are currently sold out of our bulk beef for 2024.
- We will not be taking orders for 2025 until January.
- Please contact us with any questions.

**RETAIL BEEF**

Cuts directly from MJ Ranch

- We have a limited quantity of retail beef in October, primarily ground beef, available on the farm. Contact Joyce at [mjranch66044@gmail.com](mailto:mjranch66044@gmail.com) or 785-865-2503 if you are interested. Please leave a message if we do not answer.



*What's New on the Ranch*

We are finishing up with calving season as we only have a handful of cows left to calve. Hopefully, we will have them all before the cold weather hits. As you know, it has been extremely dry. In fact, we went through a 6 week period where we saw no rain. This has caused us to have to start feeding hay in October. I can't remember a year where we have had to start feeding hay this early. Thankfully, we had a very good hay yield this year and have found a source to buy some additional hay to get us through. After the long dry spell, we have finally received some great rain in the last few days.

We will send out a letter in early January to previous customers with a chance to reserve beef in 2025. Then in February, we will open it up to new customers to start placing orders. So if you are a previous customer, make sure you look for that email and respond ASAP in January.



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 Grass-fed (fed only grass/hay)!



**Connect with us!**

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**We're on the web at [www.mandranch.com](http://www.mandranch.com)**

**And on Facebook and Instagram [@MJRanchLLC](#)**