



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.

Animal Welfare = Meat Quality

Last month I mentioned the we believe that good animal welfare practices are closely tied to the quality of beef. The association between animal handling and ultimate meat quality has been extensively studied over the past 30 to 40 years. Literally thousands of research studies have been conducted in the US and elsewhere and the results reported in peer-reviewed scientific journals, *Meat Science and Poultry Science* in particular. While the results are not in 100% agreement, there is strong evidence of a scientifically significant relationship between how animals are treated and the quality of the meat produced.



Based on this data, over the last decade or so, there have been many organizations that have started certifying farmers and ranchers for animal welfare, as

many in the industry recognize the importance of animal welfare. We use an organization called A Greener World to certify us for both animal welfare and for 100% grass-fed beef. A Greener World claims to have the most rigorous standards for animal welfare in the United States. Their basic premise of all the standards is that animals must be able to behave naturally and be in a state of physical and psychological well-being. Their label ensures the integrity of sustainable, family farms and high animal welfare practices. The standards include aspects of the entire life cycle of the animal, from birth to death. It is also important to note that the processors we used are also Animal Welfare approved.

There are 16 sections in the standards including the following:

1. Ownership and Operation
2. Breeds and Origin of Animals
3. Health Management
4. Animal Management
5. Food and Water
6. Pasture Access
7. Housing and Shelter
8. Removal of Animals from Approved Farms

9. Predators and Rodents
10. Records and Record Keeping
11. Handling
12. Transport
13. Sale or Transfer of Animals
14. Program Management
15. Slaughter
16. Traceability

As you can see, these standards are quite comprehensive and complex at times. They are also reviewed and updated periodically. If interested, a complete description of each section and the standards contained in each section can be found here:

<https://agreenerworld.org/certifications/animal-welfare-approved/standards/beef-cattle-and-calves-standards/>



As always, I am always happy to answer any questions you may have about our certifications and/or our practices.

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, primarily ground beef, available on the farm. Contact Joyce at mj ranch66044@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 recently rounded up the herd to vaccinate prior to breeding and then turn in the bulls with the cow/calf herd. We then moved all of the cattle to the winter pastures where they will be fed hay in the pastures during the winter months...just in time for the first snow of the year this past weekend. A big thanks to the roundup crew!



A reminder to our previous customers...You will receive an e-mail in early January to order your bulk beef for 2025. Look for that e-mail and respond ASAP. I will open it up to new customers in February and we will sell out quickly. As usual, ordering will be first come/first served.

We hope you and your family have a very Merry Christmas and a Happy New Year!

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

And on Facebook and Instagram @MJRanchLLC