



### 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.

## Be Audit You Can Be

We recently had our annual audit through A Greener World (AGW) to maintain our certification for 100% grass-fed beef and animal welfare. AGW is the organization that we use to certify us independently for 100% Grass-Fed Beef and Animal Welfare. The inspector toured our farm and went through our documentation to verify that our practices conform to their standards. I am pleased to report that we passed the audit and had no observations for noncompliance.

According to AGW, they “are the only label that guarantees animals are raised outdoors on pasture for their entire lives on an independent farm using truly sustainable, high-welfare farming practices. It is the only label in the U.S. to require audited, high-welfare production,

transport and slaughter practices, and has the single highest impact on consumer purchasing of any food label, according to The Hartman Group.” Consumer Reports has also rated Certified Animal Welfare Approved by AGW as the only “excellent” food label for animal welfare and verification.”

Several people have asked if this is really necessary. It is a lot of work and some added expense for sure, but we do feel that it does add credibility and value to our beef. As I have stated many times, there are many beef labels out there that do not have any substance or regulation backing them up (e.g., natural, farm-raised, and even grass-fed).

So what is involved in becoming certified and maintaining certification? For 100% grass-fed beef the standards have four primary sections include: 1) Feeding Practices, 2) Pasture access, 3) Source and records (traceability), and 4) Land Management.

The animal welfare standards are even more extensive and have the following sections: 1) Ownership and Operation, 2) Breeds and Origin, 3) Health Management, 4)

Animal Management, 5) Food and Water, 6) Pasture Access, 7) Housing and Shelter, 8) Removal from Farm, 9) Predators and Rodents, 10) Record Keeping, 11) Animal Handling, 12) Transport, 13) Sale and Transfer, 14) Program Management, and 15) Slaughter.

A Greener World states that their certification for grassfed beef “is the only certification and logo in the U.S. and Canada that guarantees food products come from animals fed a 100 percent grass and forage diet, raised outdoors on pasture or range *and* managed according to the highest welfare and environmental standards on an independent farm.”

If you would like to read more details of the A Greener World standards, visit <https://agreenerworld.org/>. As always we would also supply a copy of the audit report to our customers upon request.



## Beef Updates:

### BULK BEEF

Whole, half, or quarter beef

- We are currently sold out of our pre-sales for 2025. We will put those still interested on a waiting list if something becomes available.
- We are in the process of contacting those on the waiting list in the order that they were added with our remaining availability for the fall. When we are completely sold out for the fall, we will contact the remaining people on the waiting list to let them know that we are sold out.
- Please contact us with any questions.

### RETAIL BEEF

Cuts directly from MJ Ranch

- We are currently sold out of our retail beef. We will be restocking our freezers in October.
- Joyce is introducing some tallow products. Contact her for more information.



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)!



## What's New on the Ranch

We have officially started calving season here on the ranch. Our first arrival was a week early. They will be coming fast and furious in September.



We have finalized our haul dates for our fall beef. They are as follows:

September 9th—Steve's Meat Market

September 16th—Bauman's Butcher Block

September 23rd —Steve' Meat Market

September 30th—Steve's Meat Market

October 7th—Steve's Meat Market

We have contacted the customers on the first four loads and will be contacting those on the last load shortly. We still have some limited availability on the last load are still in the process of contacting those on the waiting list in the order that they were received.



## Connect with us!

<u>Primary Business Address</u>	<u>Mailing Address</u>
3105 Wild Horse Road Lawrence, KS 66044	3380 Wild Horse Road Lawrence, KS 66044

Phone: 785-766-6043 (Mark)

Phone: : 785-865-2503 (Mel and Joyce)

Email: markwilliams6043@gmail.com

Email: mjranch66044@gmail.com

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

**And on Facebook and Instagram @MJRanchLLC**