



**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.

***But What About the Taste?***

Last month I discussed an article outlining the health benefits of grass-fed beef. The question that always follows is....Ok, but what about the taste? There is no doubt that our 100% grass-fed beef will taste differently than what you typically get at the grocery store. Like everything else, some people really enjoy it and some not as much.

The flavor of beef isn't just about the cut or how it's cooked—it starts long before the grill, rooted in how the animal is raised and what it eats every single day. So, what are some specific differences during the eating experience?

**Flavor: Bold vs. Mild**

Grass-fed beef delivers a richer, more complex flavor—often described as slightly earthy, mineral-rich, and deeply “beefy.” That’s because cattle raised on pasture consume a diverse diet of grasses, legumes, and forage, which directly influences the taste of the meat.



By contrast, most grocery store beef comes from grain-finished

cattle. Their diet—primarily corn and other grains—produces a milder, more uniform flavor.

Another factor that can influence the flavor is the dry aging or hanging time. Since aging intensifies the flavor of beef, we strongly recommend a hanging time of only 7-10 days for grass fed beef. Much grain fed beef with a milder flavor will hang for 28 days or longer.

**Texture: Lean and Structured vs. Soft and Fatty**

Grass-fed beef is naturally leaner, with less intramuscular fat (marbling). That means a firmer texture and a more “toothsome” bite. When cooked properly, it’s tender and satisfying without feeling overly heavy. Tenderness is a genetic trait that we have tried to maintain in our herd.

Grain-fed beef tends to have more marbling, which can make it softer and more buttery in texture. While that richness appeals to some, it can also mask the natural flavor of the meat itself.

**Consistency vs. Seasonality**

One interesting aspect of grass-fed beef is that it can vary slightly throughout the year and even year-to-year. Seasonal changes in pasture—lush spring grass versus late-summer forage or drought vs. high rainfall years—can subtly influence

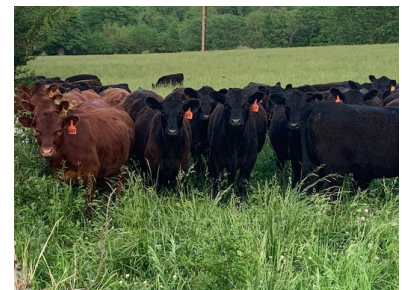
flavor. Taste can also vary from animal-to-animal, as the calves are free range and allowed to pick and choose what they eat in the pasture.

Grocery store beef is designed for consistency. With controlled feeding and finishing systems, the flavor stays nearly identical year-round.

**The Bigger Picture: Taste with a Story**

When you choose 100% grass-fed beef, you’re tasting more than just meat—you’re tasting a system rooted in soil health, animal welfare, and natural growth. Each bite reflects open pastures, fresh air, and time-honored ranching practices.

Grocery store beef, while convenient and consistent, often comes from large-scale systems where efficiency and uniformity take priority over individuality and connection to the land.



In the end, much of people’s preference in flavor and taste are influenced by what they grew up eating. We believe the food you eat should taste like where it came from.

*Beef Updates:*

**BULK BEEF**

Whole, half, or quarter beef

- We are sold out of our pre-sales for 2026. We are putting all customers (previous and new) on a wait list and will be contacting them when something becomes available.
- If you want to be on the wait list, let us know, and please contact us with any questions

**RETAIL BEEF**

Cuts directly from MJ Ranch

- We are also completely sold out of our retail beef here at the ranch due to the high demand. Since our inventory is down this year, we have decided to temporarily suspend our retail beef sales this spring. We will revisit this decision in the fall.
- Joyce is introducing some tallow products. Contact her for more information.



*What's New on the Ranch*

We have been busy rotating cattle about every two days to keep them moving so that they do not over graze any pasture when the grass is just starting to come on. They are so glad to be off of hay and their winter pastures.

We will be weaning and vaccinating the fall calves in a couple of weeks and there is a lot of preparation work to be done to prepare for this event

The fall calves will be moved to our “finishing pasture” next week. This is an 80 acre field segregated into 25 sub plots where they will be rotated into a new paddock every 1-2 days.

Our spring beef was hauled in April. The hanging weights again exceeded our expectations. A big thank you to all of our spring customers!



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