

An ol' farm boy knows: Good meat is 'goof proof'

Bill Flentje and his wife Debbie are so sold on Ranch Foods Direct they just can't help selling it to others. They represent the company at Denver Urban Homesteading's Saturday farmers market, which has grown every week since opening and propelled Callicrate Beef to cult status.

"We have more fans than you can shake a stick at," says Bill, a self-described "old farm boy from Missouri" and sworn "meat lover."

"People say this is like grandmother used to make. Well, grandmother had good meat to work with," he says, while offering his customers samples of tender chuck roast.

The couple (both are physical therapists by training who first met years ago through a professional organization) favor the flat iron steaks, roasts, hamburger and chicken. Debbie makes a mean meatloaf (as Bill says: "to die for.")

They appear at the Denver market every Saturday from 9 a.m. to 2. The market is easy access off Interstate 25 at Exit 207B. Parking is free. "They are trying to get as local as they can, just like Ranch Foods Direct does," Bill says. "I'm proud to be here," Debbie adds. "The meat sells itself."



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*The Colorado Farm
and Art Market
kicks off the season
with the
CFAM JAM,
Sunday, May 2,
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Cost is \$30.

Easy Meatloaf Magic

"Here's the secret," Debbie says. "Mix your ground beef with a lightly beaten egg, add about a cup of some type of bread crumbs, chopped green pepper, a little Worcestershire, mustard, catchup and chopped onion, and salt and pepper to season. Then add a half a can of tomato soup. *That's the secret.* The tomato soup keeps the meatloaf moist. I pour the rest of the tomato soup over the top and place strips of Ranch Foods Direct bacon over that, and bake it all for about 45 minutes to an hour."

"Before I knew about Ranch Foods Direct, I never cooked a chuck roast for company because I never knew if it would be good. Now I always make it for company, because I can guarantee it will be. And it's so easy."

—Debbie Flentje