Food for Thought
People · Products · Purpose
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"A medical doctor uninterested in nutrition, agriculture, or wholesomeness of mind and spirit, is absurd."

— *Essayist Wendell Berry*

Root Cause Detective

How Callicrate Beef contributed to one customer's transformative wellness journey

Now in her mid-50s, Tali Kentof totally transformed her health by pursuing a meat-centric lifestyle. She discovered Ranch Foods Direct in the process of seeking out trustworthy food sources. These days she helps guide others on their own wellness journeys as a functional health practitioner, aka "root cause detective."

TELL US MORE ABOUT YOUR BUSINESS.

I just launched in March, but I've been involved in natural health for eight years. This was just kind of a natural progression for me. I started off as an herbalist, then I moved into holistic health coaching, and then I got my doctorate in functional medicine and launched my own practice. It was a journey of self-healing as well, because I was near hospice-eligible in 2016 from breast implant-related illness. When I sought help in the conventional system I was dismissed and told it was all in my head. So I went on a healing journey that involved taking charge of my health and learning how to do that holistically.

Now I specialize in cellular and mitochondrial health — that's the fountain of youth within our body, essentially the batteries of our cells. In conventional medicine they don't focus on that. But we can detect it through specific cellular testing for 76 different bio-markers, and my program Learn-U is designed to give clients the skill set and bio-hacks they need to live their best life.

HOW DID RANCH FOODS DIRECT INTERSECT WITH YOUR JOURNEY TO BETTER HEALTH?

I really believe in quality meat, and I'm concerned about the quality of the meat in our grocery stores. I found Mike Callicrate and Ranch Foods Direct about a year and a half ago, and I'm totally sold. Mike showed me how to look up where meat was sourced by using a code on the packaging, and some of what I was buying had no record at all, and that freaked me out. I need to know my rancher, and shop local and support local. Now I buy meat in bulk and recommend a keto-carnivore lifestyle for most of my clients.

WHAT ARE YOUR FAVORITE PRODUCTS?

I come to the store every Saturday and pick up my raw milk share. I also get my eggs and my dairy there. I always get a ribeye. I get the ground beef with high fat, so I'm going for the 80-20 blend. As a woman in her 50s, my hormones are very important to me. We require more fat in our diets, and it needs to be animal fat, not seed oils. I also love the radish sprouts at Ranch Foods Direct. Those items are pretty much all I eat, and it's absolutely transformed my health. Pictures of me two years ago compared to now really show the difference. And I feel much better. Now that I have energy again, I'm able to focus on strength training. I think being lean and muscular is biologically how we're meant to be.

NEW IN-STORE: Ranch Foods Direct pre-cooked shredded beef and beef stick snacks are convenient sources of nutrient-dense animal protein.

Couple sprouts micro-greens business

Micro-greens deliver a macro-punch with power-packed nutritional content

After growing micro-greens for several years, Neil and Tracey Stapley decided to share the homegrown sprouts beyond their circle of family and friends. Micro-greens are loaded with mega nutrients. Compared to mature vegetables, they offer up to 40 times more Vitamin E, six times more Vitamin C, and as much as 260 times more beta carotene. Tracey, a retired paramedic who works full-time as a case manager for a medical facility, shared more about their business.

HOW DID YOU GET STARTED WITH THIS?

It started by trial and error. We were doing it just for our family. We did that for about four years. Then a couple of people told us we should start selling what we grow. We decided to put things together to see if we could do it. It's fun for us, and something we can do together.

WHERE DO YOU GROW THE SPROUTS? DO YOU GROW YOUR OWN MUSHROOMS?

We didn't need the space we had upstairs in our house, so Neil refurbished it into a climate-controlled, all-organic growing area. Most of what we grow is in coco core, but we also use peat moss for some things. Literally, I go upstairs to water everyday in the morning and in the evening, and it does its thing. Down in the basement, we grow our own mushrooms. We experimented for a year or so before introducing our new mushroom tinctures. The lion's mane is more for cognitive improvement. The Shiitake is great for general health. It's really good for cholesterol levels. My cholesterol was almost 300. I took this for eight weeks — that's all I changed — and now my cholesterol is below a hundred.

HOW DO YOU CONSUME THE SPROUTS?

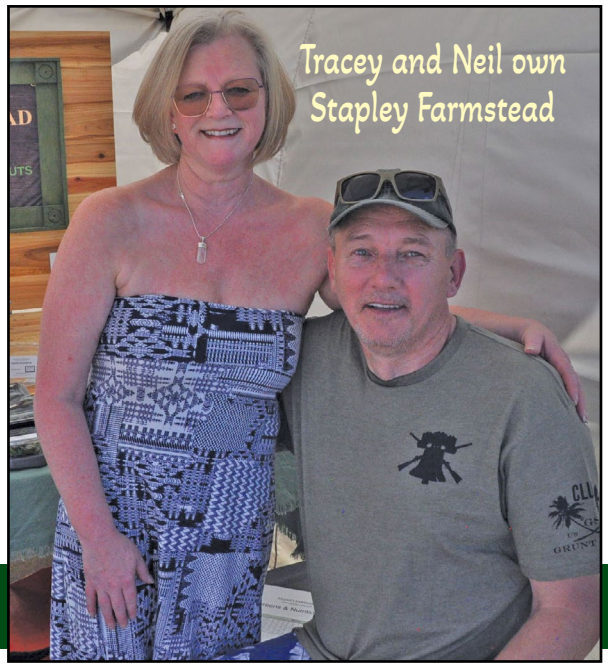
They're not only good on salads or sandwiches, they can be added to stir fries. In the winter, with any soups or stews, you can just cook them in. They are so concentrated you don't need a lot. If you have a hamburger or steak, just put a handful of these on the side, and to me, that's a meal. You're getting lots of nutrients without having to chomp on big vegetables. It's also a healthy snack for kids.

DO YOU HAVE A PERSONAL FAVORITE?

The spicy salad blend. It has arugula and radish mixed up with red cabbage and kale.

WHAT'S NEXT? ANY NEW FLAVORS?

We're working on adding amaranth. And leek. I love that flavor. It smells and tastes so good!



Spicy greens contain antioxidants that help fight cellular damage, reduce inflammation, and detox the liver.

Nurtured by nature

Young mother starts new venture offering tallow skincare products

Delphy Ranieri makes small-batch tallow skincare products, including baby balm and sunscreen, which are now available for sale at Ranch Foods Direct. She calls her new product line Heavenly Render. She's also the busy mother of three small boys.

HEAVENLY RENDER IS SUCH A SWEET NAME. TELL US HOW YOU CAME UP WITH THAT.

We wanted to spread the message that tallow is god's creation. It's not chemicals like a lot of skin-care products. So that's our niche. Everything is non-toxic, it's good for you, just the way the lord intended it.

HOW DID YOU GET STARTED?

When my first son was born — he's almost five years old now — when I was pregnant with him, I started being more cognizant about what I was putting on, and in, my body. That started my health journey. Once he was born, he had some skin problems like eczema. I started doing research and found out that tallow was amazing for skin healing in general. I started making tallow balms for him and for our family, and I did that for years. Then I started giving it as gifts. After I had my third son, that's when things really started to snowball, and we decided it was time to turn it into a business.

TELL US ABOUT THE SUNSCREEN AND HOW IT DIFFERS FROM WHAT'S CURRENTLY ON THE MARKET.

One thing a lot of people are looking for right now is non-toxic sunscreen. I started making that this year because it was such a huge draw. I was ordering tallow sunscreen for my family on Etsy, and I thought, why don't I just make it myself? It has zinc oxide, the active mineral in sunscreen, for deflecting sunlight. But you want it to be non-nano zinc oxide so it doesn't absorb into your skin. That way it just sits on the surface and that's what gives you defense from the sun.

Tallow also naturally has a low SPF. It's not too significant — around 5 — but that adds some protection. And it's water resistant. Since tallow is a fat, it won't wash off right away.

WHY DO YOU USE RANCH FOODS DIRECT TALLOW IN YOUR PRODUCTS?

A lot of people making products like these will buy big tubs of tallow that are labeled as grass-fed, but it's coming from places like China, and you have no idea what's going on with that tallow. I'm happy to use local tallow from Ranch Foods. It feels good to support them, and they support me back.

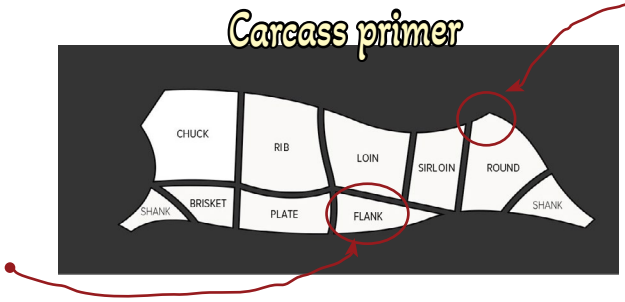
IS YOUR FAMILY INVOLVED IN THE BUSINESS?

My sister is a big help. Same with my husband. Mom helps me with making my signs, since she has great penmanship. Doing something like this, while raising three kids, it definitely takes a village. Everyone in my family has really been incredibly supportive.

Joanna Hooper launched Ranch Foods Direct's original tallow balm in late 2022 under the name Jojo's Apothecary. In addition to using Callicrate Beef Tallow and essential oils to make her products, she also incorporates her original artwork into the beautifully designed labeling, packaging and promotional materials. Multiple sizes and scents available in-store. The Rest and Restore balm is her most popular item.

When local chef and restaurateur James Africano (above) was invited to create a recipe using any cut of Callicrate Beef he chose, he went with the flank steak, taken from the abdominal muscle. "It cooks quickly and is a perfect alternative to more expensive cuts for summer grilling," he said of his dish featuring avocado and tomato chimichurri, adding "I loved the quality of the flank and how clean it was. Often the silver skin isn't removed. Unless it is cleaned well, it can seem tough, even though it's not. The package I picked up at the store was beautiful."

When extended the same invitation, local chef and restaurateur Jay Gust chose to make a showstopper risotto featuring Barolo wine-braised oxtail, taken from the tailhead of the animal. Gelatinous and rich in collagen, this unique bone-in cut is tender and flavorful when cooked long and slow.



Jay's dish (shown above) incorporates Stapley Farmstead pea shoots, cipollini and king oyster mushrooms, and marrow from bones sold at RFD.

Find printed copies of the recipes in-store or online under the recipe tab at:

SIDE DISH SCHNIPER
SideDishSchniper.com

Featured Recipe

Risotto with Wine-Braised Callicrate Beef Oxtail and Bone Marrow with King Oyster and Cipollini Mushrooms, Pea Shoots, and Parmesan-style Cheese

SIDE DISH SCHNIPER
News & Recipes at SideDishSchniper.com

RANCH FOODS DIRECT
Good Food ... that's good for you!

Recipe created by Chef Jay Gust in collaboration with Ranch Foods Direct and Side Dish With Schniper

HOW TO MAKE OXTAIL RISOTTO

Recipe provided by Chef Jay Gust

2 lb. Callicrate Beef oxtail, rinsed well

FOR THE MARINADE: Combine 3 fresh bay leaves, 2 cups wine (preferably Barolo), 2 tsp fresh cracked black pepper, 1/2 tsp freshly grated nutmeg, 4 cloves minced garlic, 1 cup Callicrate Beef bone broth and 1 Tbsp sea salt

Marinade oxtail for 24 hours in fridge

FOR THE BRAISE:
Chop 3 celery ribs, 2 carrots, 1 yellow onion, 3 mushrooms and 3 garlic cloves and add 2 Tbsp. extra virgin olive oil, 1 tsp. nutmeg, 1 Tbsp. black pepper, 1 Tbsp salt, 1 qt. beef bone broth, 3 bay leaves and 1 cup red wine (such as Barolo)

Braise with meat, adding water as needed, until tender (roughly 4 to 5 hours)

FOR BONE MARROW:
2 canoes (8-inch bone segments, halved, available at Ranch Foods Direct)

Soak in cold salt water for 24 hours. Pat dry. Lightly salt and roast in oven with the Cipollini mushrooms at 350 degrees for approximately 20 minutes). Save tallow for cooking mushrooms and pea shoots later

FOR THE RISOTTO:
1 cup rice (such as aged Carnaroli)
3-4 cups oxtail stock from braising liquid
1 Tbsp heavy cream

Have a sauce pan on medium heat and the stock in a separate pan on medium heat. Lightly toast risotto in sauce pan, then slowly add stock, gently stirring. When nearly done, around 15 minutes, fold in cream, oxtail and marrow. Don't over stir.

FOR FINAL ASSEMBLY:
2 oz. Stapley Farmstead pea shoots
Approx 20 cipollini mushrooms
4 oz. king oyster mushrooms, cut into half-inch thick planks, cross-hatched

Pan-roast cipollini and king oyster mushrooms. Right before plating, place pea shoots in the still-hot pan and flash in the tallow for 10 seconds. Remove and salt to taste. Assemble all elements on the plate and garnish with king oyster mushroom plank and grated Grana Padano (or other Parmesan-style hard Italian cheese)