

Food for Thought

People · Products · Purpose

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"The pandemic caused a seismic shift in the way people think. It forced us to confront the mindless consumerism that too often defines our society and served as a reminder of the importance of physical health, mental health, family and nutrition." — Glen Burrows, founder of The Ethical Butcher based in the UK

A *balm* for winter skin

Joanna Hooper is often seen behind the cash register and sometimes the meat counter at Ranch Foods Direct. Her meticulous hand lettering appears throughout the store. Now she's sharing her talents in yet another way — by making and selling JoJo's Apothecary Tallow Balm.

WHAT INSPIRED YOU TO MAKE THIS PRODUCT? It wasn't until I started working at Ranch Foods Direct that I discovered all of the uses for beef tallow. I started substituting it for other oils or fats in cooking and baking, as well as using tallow-based soap. I was intrigued and started looking for more ways to use this amazing product. That's when I came across tallow balm. A lot of other balms on the market use added vegetable oils and fragrances. These are not ideal for our skin and can cause issues down the road. Tallow on its own is so healing and has so many amazing nutrients and vitamins. That's why the only ingredient you'll see in my balm is 100% Callicrate tallow. One cool fact about tallow is that it's actually one of the closest things to our skin's natural sebum (skin oil), which allows it to deeply moisturize and repair without

clogging pores! I love using it on my face and hands overnight so I can wake up with supple, hydrated skin.

TELL US A BIT ABOUT YOUR BACKGROUND:

I was born in Germany and grew up in Cedar Rapids, Iowa. I moved to Colorado Springs in 2019 after graduating high school. I was taught at a young age to never waste food and to appreciate all the work that went into producing it. As a teenager I worked for two large corporations where I saw firsthand all the waste and misuse of products (food especially). I knew there had to be a better, more sustainable way. That's when I found Ranch Foods and became a regular shopper. About a year later I decided to start working at Ranch Foods part-time in hopes of gaining more knowledge about their approach to food and agriculture. Working



A 4 oz. jar of JoJo's tallow balm is \$20.99 and should last about two to three months.



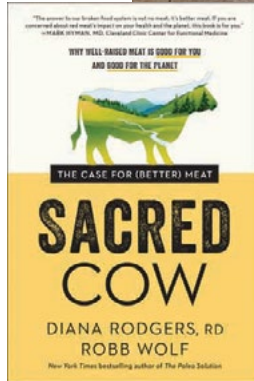
here has really opened my eyes to how important it is not only to know where your food comes from but also to support sustainable practices.

FAVORITE PRODUCTS? The sugar free bacon, chuck-eye and porterhouse steaks, and the soups Adrian makes in-house.

NEW YEAR'S RESOLUTION? To start a backyard garden and learn more about growing herbs and food.

Beef: it's healthy and regenerative

Dietitian Diana Rodgers has traveled to more than 10 countries over the past year speaking on the important role meat plays in a healthy diet. She's passionate about the topic because she spent the early years of her life chronically malnourished due to undiagnosed celiac disease coupled with a diet high in carbs and low in protein. That experience gave her special insight into how damaging a world without meat would be. Her extensive research led to the book and film, *Sacred Cow*, a blog *Sustainable Dish*, and numerous public appearances and podcast interviews. Here are her most compelling points from a recent presentation.



Beef is packed with hard-to-obtain nutrients.

One in five Americans are malnourished. The average American eats less than 2 oz. of meat per day while 60 percent of all calories come from ultra-processed foods. Sufficient nutrition is especially important for growing bodies. "You cannot get Vitamin B12 from non-meat foods," she says. "Severe deficiencies (which are unfortunately common in developing countries) can even cause permanent brain damage."



Beef can benefit the environment. Beef has a more desirable amino acid profile than beans or nuts, which require more water to grow, she notes. But a phenomenon she calls "carbon tunnel vision" prevents climate activists from looking beyond emissions studies (which are often erroneous or lacking in context) to the bigger picture of how properly managed grazing contributes to a healthy ecosystem. Methane emitted from cows is not the same as methane from burning fossil fuels. It gets recycled as part of a naturally occurring exchange between animals, plants and earth.



Beef is actually 30 percent more nutritious than chicken, according to dietitian Diana Rodgers. Beef is superior because it provides the most complete form of protein available. When done right, beef production returns natural fertility to the land and sequesters carbon. One of her favorite sayings is "it's not the cow, it's the how."

Beef alternatives create new problems. Manufacturing 16 oz. of alternative plant protein results in *four pounds* of fibrous waste. This proportion raises the question of how a society that relies on plant protein could meet its nutritional needs and still manage its waste streams. Cattle are much more efficient at the same conversion process.

CREAMY GROUND BEEF CHOWDER

1 pound ground beef
1 medium onion, chopped
12 medium potatoes, peeled and cubed
3 cups water
Salt and pepper to taste
2 cups whole milk
1 cup frozen corn
2 teaspoons dried parsley flakes
1 cup sour cream

In a Dutch oven, cook beef and onion over medium heat until meat is no longer pink; drain. Add the potatoes, water, salt and pepper; bring to a boil. Reduce heat; cover and simmer for 15-20 minutes or until potatoes are tender. Stir in the milk, corn and parsley; cook for 5 minutes or until heated through. Add a small amount of hot soup to sour cream. Gradually return all to pan, stirring constantly. Heat through but do not boil. Serve.

Regeneratively grown greens... and they're local!



The Ethical Butcher, a meat marketing platform in England, coined the term "Regenuary" as a call to begin the year by sourcing more regeneratively grown food. Regenerative takes production a leap beyond organic or sustainable; the movement began when Regeneration International was formed in 2015. One of the first farms certified under its strict new standard was Ahavah Farm of Peyton, where year-round growing provides fresh local greens and produce even in winter. RFD provides a convenient CSA pick-up Fridays at Peak to Plains warehouse. Sign-ups offered online at AhavahFarm.com.



Diana Rodgers created this user-friendly "meal matrix" as a handy meal planning cheat sheet:

NUTRIVORE MEAL MATRIX

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Make a list of ten meats, ten veggies, ten fats, ten herbs and spices, and ten other components like fruits and nuts. If you take one item from each of these columns, combine them and consider that a meal, **you have ten thousand meal options**. If that was one meal a day, you would potentially not see the same meal for **twenty-seven years**.

MEATS & PROTEINS	VEGGIES	FATS	HERBS & SPICES	OTHER
Grass-fed, pastured, wild	Seasonal/organic	Pasture-raised or organic	Organic	Organic
Steak*	Broccoli*	Butter	Basil*	Nori*
Salmon*	Carrots	Olive oil	Rosemary*	Pumpkin seeds*
Chicken	Spinach*	Coconut oil	Chili powder	Brazil Nuts*
Lamb chops*	Asparagus*	Avocado	Turmeric*	Blueberries*
Ground pork*	Bok choy*	Avocado oil	Cilantro*	Raspberries*
Eggs*	String beans	Tallow	Sage	Cantaloupe*
Liver / organ meats*	Kale*	Ghee	Parsley*	Kimchee*
Sardines*	Cauliflower*	Coconut milk	Red pepper flakes	Sauerkraut*
Ground beef*	Green Peas*	Bacon	Cumin	Mushrooms*
Oysters*	Onion/garlic/ leeks*	Lard	Thyme*	Cherries*

* indicates foods that are particularly micronutrient dense

SACRED COW

DID YOU KNOW? Spinach, one of the most popular nutrient-rich greens, has notoriously high pesticide residues when grown conventionally, according to Texas A&M University.

TO HELP FIGHT FOOD INFLATION Ranch Foods Direct is launching a ground beef special to kick off the new year. Get a 20-pound bundle of ground beef for only \$3.99 per pound. In store now!





Soup's on!

Broth too!

Warm broth, along with hot soup, is available daily at Ranch Foods Direct on Fillmore! Don't underestimate the power of broth; it's gelatin therapy. The gelatin in bone broth allows the body to use protein more effectively while providing valuable amino acids such as arginine (essential for building bone) and aiding digestion, according to Sally Fallon in her classic cookbook *Nourishing Traditions*. The collagen and marrow provide nutrients like calcium, magnesium and potassium in a form that's easy for the body to assimilate.

FOOD FOR THOUGHT is printed and distributed by:



Natural Meat Market

Two retail locations in Colorado Springs!

Flagship store: 1228 E. Fillmore, 719-623-2980

Food hub: 4635 Town Center Drive, 719-559-0873

Retail hours at both locations:

Mon - Fri 8 a.m. - 6 p.m. Sat 8 a.m. - 5 p.m.

Happy New Year! Come see us.

Online at www.ranchfoodsdirect.com