

JFF Newsletter - March 2010

Dear Friends and Customers:

Greetings! As we all look forward to the spring thaw, we'd like to bring you up-to-date on some goings on around Janzen Family Farms (JFF):

Spring Is On Its Way!

We have had some really great weather lately, but the winter was long. This has been the only winter (December, January, February) in Wichita's history without any days reaching a high of 60 degrees or more. It was a long, wet, cold—sometimes brutally cold—season. But the winter barley is now looking great and the herd is grazing at their leisure. In about a month we should have some new baby calves.

Next Processing Date Is Here, So Order Now!

Our next slaughter date for our 100% grass-fed beef will be March 15, 2010. Please let us know as soon as possible what your first choices are to ensure we have the cuts or bulk purchases you prefer. Call us today at 316-799-2670 or email Norm at norm@janzenfamilyfarms.com.

Now Offering Sausage Made with JFF 100% Grass-Fed Beef

Working with Krehbiel's Specialty Meats in McPherson, we are trying out a few new products: Bratwurst, hot dogs, Coney dogs, and breakfast "sausage" (without the casing). All are made with our 100% grass-fed beef, but no pork (or other meat).

None of the products have nitrates or nitrites added, except for that found in vegetable juice powder. Of course, we use no MSG. They are not preserved, so they need to be kept refrigerated at 40 degrees Fahrenheit at all times (or frozen). They are vacuum-packed in plastic, in one-pound packs.

The Coneys are longer than the hot dogs, and the Coneys come 4 to a pack, while the hot dogs come 5 to a pack. Both are fully precooked.

Prices: Hot dogs & Coneys: \$9/pound; Brats: \$8/pound; breakfast sausage: \$7/pound.

PLEASE SHARE YOUR OPINIONS: We are really excited to get the ball rolling on sausage making. However, we consider this a work in progress and would really welcome your feedback. How do you like the flavor and texture? What kind of sausages would you most prefer to order? How do you feel about the ingredients? In the future, we hope to experiment with the recipes. Please email Kristi at kristi@janzenfamilyfarms.com with any feedback on the sausages, whether you have tried them or just want to chime in on your preferences.

Purchasing Local Lamb through JFF

With Easter fast approaching, consider purchasing some lamb through Janzen Family Farms for your traditional holiday meal, or just think ahead for this summer, when more will become available. Although we don't raise the lamb ourselves, Norm has been

involved in buying and selling locally produced lamb for several years, after he realized there were no producers marketing lamb at the farmers markets he attends in Wichita. The lambs come from small 4-H flocks and have been shown at the local Kingman County 4-H Fair, where he acquires them in summer, gets them processed at Yoder Meats and passes them on, mostly to customers who like to buy a whole lamb each year. Lamb is very gentle for the stomach and may be an answer for those with meat allergies.

At this time, we still have two lamb shoulder roasts (5 to 6 pounds) and 1 "leg of lamb" (about 7 pounds) along with some assorted lamb chops, French racks and lamb burger in our freezer.

Prices are 20% off so we can make way for the upcoming season. For details, email Norm at norm@janzenfamilyfarms.com or call him at 316-799-2670.

Introducing JFF Pet Treats

We have been flummoxed as to how to utilize valuable beef parts that typical American customers are not used to eating, such as organ meats, so we are turning them into pet treats! Again, thanks to our recent work with Krehbiel Meats in McPherson, we are able to offer special pet treats including heart, liver, tongue, ground-up barley and spices. They come in a package of four 1-ounce, 1/8th-inch strips for \$5. The pets at JFF really like them, so we think yours will too!

Round Steak Tips from One of Our Customers

One of our customers, Steven J., recently commented on our round steak, and we wanted to share his experience with you. After thawing it in the fridge for a couple of days, he "folded it in half, seared it on each side in hot olive oil in a porcelain-glazed iron skillet, salted and peppered each side with sea salt and fresh ground pepper, put the lid on, turned the heat down to low, and let it cook." Steven goes on to explain, "I used the most simple and straight-forward cooking method so as to experience the full and unmasked flavor. Result: Great tasting and tender meat with that hearty outdoor flavor of grass-fed range beef! I like it a lot, enough to say that I would like to express an interest in a quarter beef." Thanks, Steven!

Future of Small-scale Farms Depends on Marketing & Connections, Expert Says at KCA

Strong marketing efforts and social connections are key to the future of small-scale farming, according to Tate Berlier of Silveus Insurance Group, the first presenter at the annual Kansas Cattlemen's Association convention. "Farmers and ranchers must become the master salesmen and promoters of our own products and lifestyles," he said. Speaking on "Youth and Understanding the Industry," Berlier also indicated that "only through social networks ... can small farms and ranches survive into the next century." There were lots of questions and comments from the ranchers in attendance about encouraging students to become involved in how to grow food. Overall, he was very well received.

At the meeting, which took place in Salina, JFF donated some of our locally grown, certified organic freshly milled wheat flour, breads from Little Red Hen Bakery and a “burger kit” with our JFF 100% grass-fed beef for their silent auction. We also provided the bread for the banquet and luncheon.

Temple Grandin: The New Movie & A Chance Encounter

On our family list serve, the Janzen/Oeding crowd had quite a lot to say about the latest HBO movie about Temple Grandin, animal science professor and author of several well-known books on autism (for more on her, see www.templegrandin.com).

Mark Sr. notes, “If you have access to HBO cable TV, I strongly recommend taking the opportunity to see the movie ‘Another World,’ a biographical story about Temple Grandin. As a child growing up in the 50’s & 60’s, Temple struggled with autism. But, several observant teachers helped her see her challenges as opportunities. She became very interested in the behavior of farm animals and ultimately changed the way cattle, sheep and hogs are handled, particularly in feedlots and slaughter houses. Her personal story is most fascinating and inspiring. Having been a life-long enthusiast of using ‘smart psychology’ to handle cattle and hogs, I found her observations of cattle behavior to be most interesting.”

JFF Farm Manager Norm Oeding adds, “Two years ago, Malinda and I were in Hutchinson for the annual Kansas Cattlemen’s Association conference and banquet. We were a little early for the banquet and we knew hardly anyone there. So we were about the first ones to head for the banquet hall and we grabbed a couple seats with a good view of the podium. In a few minutes others started drifting in to get seated and a lady asked about the open seat to my right, so I said she was welcome to it.

“I introduced Malinda and myself to her and she, in turn, introduced herself as Temple Grandin. In the flesh. It was an amazing experience. She reminded me of the depiction of Annie Oakley in the movies.”

For more information, please visit our website at www.janzenfamilyfarms.com or email norm@janzenfamilyfarms.com (for food or farm business) or kristi@janzenfamilyfarms.com (for newsletter or marketing issues). Thank you!