

Howdy to all of you, our amazing Bulk Beef Customers.

I just want to start how I always do, by expressing my sincere gratitude, thanks, and love to all of you for your support of making this "Direct From Your Ranch Bulk Beef Buying System" possible.

Our journey together started with your reservation, and continues now with the beef you have in hand.

Your initial investment in the herd empowered us to finish this beef all the right ways. We utilized your reservation to; responsibly plan the herd size and bring them to our summer pastures, pay good wages to our team to tend to your cattle daily, irrigate the meadows, keep up thousands of acres of fence, maintain our vital herd of horses and all ranch equipment, place deposits with small-scale local butchers to hold our dates, pay the best local drivers to transport your cattle with care, cover all butcher processing and packaging costs, pay our fulfillment team to weigh, sort, and coordinate with you to receive your package, and countless other input costs that go along with raising the Highest Quality 100% Grass-Finished Beef.

We truly mean it when we say, without you, there's no way we could accomplish all of this. Thank you.

(Maybe you just wanted to buy and eat beef, well too bad! You're doing so much more than that!)

On to what's inside this guide...

We created this resource for you as a guide to everything you need to know about sourcing, buying, prepping, cooking, and enjoying 100% Grass-Finished Beef.

As a customer, you probably know a bit about those first two subjects (we'll still recap for you), but we want to make sure you all have an understanding that your beef is higher quality and better tasting than anything you will find at the grocery store, local butcher shops, or online. The final step is preparation in your own kitchen and when done right, this beef will have no comparison.

Inside, you will get to know your ranch (the land, grasses, climate, geography, and people behind your beef), understand in general what makes excellent beef, learn how to care for your beef product, become knowledgeable about all beef cuts and enjoy each of them for their unique qualities, and memorize the very important rules for cooking and serving Grass-Finished Beef that everyone will enjoy.

This is not a recipe book. There's enough recipes and inspiration online that we don't need to go in-depth here. Instead, if you can gain a higher level understanding of the beef in front of you, and know the ins and outs of each cut, you can apply any recipe to that cut to have an amazing experience.

Then, your possibilities are endless.

We can't wait for all of you to enjoy your beef and nourish your families. That's what makes it all worth it for us. Happy cooking!

With love, thanks, gratitude, appreciation, and friendship. Your Rancher, Elin, and the Sangres Best Team.



Elin Ganschow



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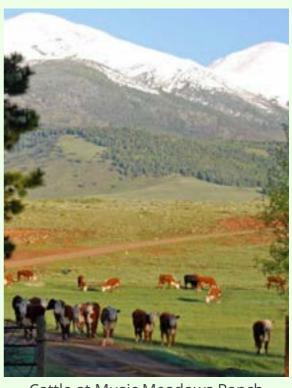
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The Story of Your Beef

When's the last time you picked up an apple at the grocery store and thought of the planting of that seed, tending of it's tree, harvesting the fruit, washing it, weighing it, sorting it, shipping it, handling it, labeling it, displaying it, and ultimately you picking it up to buy.

All food has a story. Lucky for you, the story of where your beef comes from is simple and fully transparent. There are reasons that 'Big Ag' doesn't want you to know the story of most of its food, its not pretty. So to tell you the story of your beef, we will start with our ranch in Westcliffe, CO.



Cattle at Music Meadows Ranch

Where Your Beef is Finished



One of the pastures here at Music Meadows Ranch, pictured in the fall.

Music Meadows Ranch and its Grasses

The last and most important phase of raising your beef (aka finishing) happens on our family's Ranch, here in Westcliffe CO. The 3,800 acre ranch lays at the base of the Sangre de Cristo Mountains, with the famous "Music Pass" (for which the ranch is named) overlooking us at all times. Music Meadows Ranch is truly a special place for raising cattle. The ranch sits in the the heart of the famous "Wet Mountain Valley" which is known all over the region for its incredible grasses, and high quality (and expensive!) hay. The Ranch sits at an elevation of 8,000 to 9,000 feet, which is one of the secrets to its excellent grasses. With an average frost free growing season of only 64 days, high altitude grasses have to grow fast, and take up more nutrients in the process, leaving them highly nutrient dense for the cattle. They are also easier to digest than lower elevation grasses, making it the perfect combination for raising incredible beef. Here on our pastures, there are over 60 varieties of grasses, herbs, forbs and sedges your cattle graze on, The irrigated meadows have a lot of timothy, red top, brome and clover, while the upland is short grass and has blue gramma, buffalo, and wheatgrass to name a few. This is truly a banquet of food for them everyday. And you can never underestimate the most important nutrient for cattle, their water. Music Meadows' deep well water, clean mountain streams, and fresh spring fed ponds make it a Shangri La for cattle raising.



Cattle in Shangri-La at Music Meadows Ranch, with lush, deep green pastures full of 60+ different grasses, herbs, forbs, and sedges for them to enjoy.

Our Team and some guests rounding up cattle on horseback to check on them and prepare to move them to fresh pastures.

In Our Hands

Music Meadows Ranch has been in our family since my parents, Bill and Dorothy Parker, purchased it in 1968. Mom and Dad moved from Eastern Colorado to find "A Ranch with running water and trees on it". Bill recognized early on how special the pastures were, but also that they needed good care. Even the most fruitful places can be laid to waste. Like Dad, we continue to give the ranch the love and care it deserves.

Protected Forever

In 2007, we permanently protected our 3,800 acre ranch from development with a conservation easement through the San Isabel Land Protection Trust. Myself and the rest of my Parker family are committed to keep it as a working cattle ranch forever. So it will always be Shargri-La



The Heart of Music Meadows Ranch, looking west over the barn and corral, then over our Historic Ranch House now used for Guest Stays, then over our pastures, and finally to Music Pass and the Sangre de Cristo Mountains.

Sangre's Best Beef Meet Your Rancher

How did we get here...Well, I'll start with myself; I'm a 1960 model, 5th in a family of six 'brats' (as Dad fondly called us). I learned to love and care for the land, cattle and horses from very early on from my parents. They took good care of the land and cattle, and were able to build a wonderful and profitable farm and ranch in Eastern Colorado where they put their kids to work. I went off to Colorado State University to work towards a degree in Animal Science with a good dose of ag business courses. During that time I continually asked myself "What would I do if I didn't ranch?" I could never come up with a single thing. I just couldn't imagine ever doing anything else.

Following college I married and dove into ranch life, working just about every job on the ranch plus a town job. I began to see that the economic reality we faced was grim indeed. The old adage, 'where there's a will, there is a way' is wired in my DNA. So, I began to think about 'how to change what we did so we could make a decent living doing what we loved to do!



The only question was, could I make it work as a business (and will the beef be any good?)



"Mission Impossible"

In my lifetime, I have seen it become harder and harder to make a decent honest living as a Rancher. What I realized is that forces beyond my control were threatening our ability to prosper. Big Ag and Packer Concentration wield enormous political power, destroying free market discovery for cattle producers. It's a good thing us ranchers are famously stubborn. We dig in and don't let go.

Selling beef direct to customers was considered a nearly impossible business model at the time we started, especially Grass-Finished Beef. But I had a sense of the growing unrest that everyday consumers were developing towards these large factory farms and conventional beef. I wanted to provide a solution to that.

The question I had was, 'What if we raised delicious beef the way that people want it done and sold it directly to them... could we have a true win/win outcome?' If so, then gosh darnit we were going to find a way to make it work! And if we couldn't, well, we would end up going the way of so many other ranchers and having to sell everything off. No pressure.

So after a quick pencil to paper exercise that theoretically showed a profitable business, it was off to test raising 100% Grass-Finished Beef on our pastures, to see if it was worth a second bite...

Well, the result was better than any of us could have ever imagined! Truly unbelievable at first (some people still don't believe our beef is purely Grass-Finished)! It was like manna from heaven!

So, with the confidence of this "miracle" beef behind me, and the conviction to doing things the right way, I started Sangre's Best Beef as a way to fight back. Since Day 1, it has been our mission to make it possible for families to get the highest quality Grass-Finished Beef DIRECT from a source they can actually know and trust.

It certainly has taken time to grow and shape the business, as we found ourselves doing Grass-Finished Beef WAY before it was "cool". But we stuck with it, knowing that we had a product that more and more people would come to need.

Now, its incredible to say, but we have been doing this for over 30 years.

We will continue this fight as long as you, our customers, need us to.

That's a promise, and remember, we're stubborn!

Knowing Your Food Source

"Congratulations!"

Congratulations! Just by reading this guide and taking an interest in your food source, you are better off than 99.9% of all other consumers out there. That's not an exaggeration, that's the truth. It's a bit scary how so much of society is reliant on something that they have no idea how it works (and that's exactly what big food corporations want). It's never been more important, necessary, and urgent to know your family's source of food. So good for you!

In this section we will provide you everything you need to identify a truly trustworthy and healthy source of beef. We will use our management practices as the example that you can take to try and find other quality producers. Part of our mission is to help people connect to their food source, even if that source is not us. We can't supply the entire world with Grass-Finished Beef from our humble Ranch, so if you ever find yourself unable to get our beef, we want to empower you to be able to find another quality source.



Sourcing your food directly from your farmer or rancher, not only gives you a better product, but also provides you FREEDOM from the corporate food supply chain. When you break free and take control of your food source, you have greater food security for you and your family.

Did you know that the "Big Four" Meat Corporations purchase, process, and control 85% of all Beef in the **United States**

"Why it Matters"

Why is anyone even interested in getting food direct from their local farmers and ranchers? Why do we even bother? It's an interesting thought experiment, because everything else in the world is telling you to just buy from the commercial food industry. The endless in your face advertising, grocery store "cult"ure, rise of the SUPER stores, subsidies to make bad food cheaper, Instacart, Amazon groceries, and the list could go on. Consumers are being constantly trained to rely on this system, and made to think that we need it for EVERYTHING. The result is we become more and more disconnected from our food sources.

But I bet, if you're taking the time to read this, there's something inside of you that pushes back against that system, and makes you want to connect to your food sources. And "that something" really is born inside of us. It's a part of our genes.

Over the course of human history, we have survived by knowing the proper foods to eat and where to find them. The first "Grocery Store" didn't open until 1930, and it was so unnatural that people were fainting in the aisles, seriously.

That's why, even in the face of constant attack from the corporate food industry, movements like us still exist. It's why there are still Farmers' Markets, "Slow Food" Groups, Farm CSAs, Farm-to-Table Dinners, Community Co-Ops, Local Buying Clubs etc...People want and NEED to have a connection to their food source.

And that's why we are here, to be that source of normalcy. It's also why we do EVERYTHING we can to let you really connect with us. So you can indulge that instinct to know your food source. It's why we run a Guest Ranch here yearround to let people experience it first hand. It's why we built this Ranch to Plate Bulk Beef Buying System to let you be DIRECTLY involved in the raising of your beef.

And it's why we get off the horse, come inside, open the laptop, and take the time to share our stories. Because we know it matters to you.

So, we thank you for being a Food Rebel! Without your support the big guys would win this fight.

It really does matter!

What to Look When Picking a Rancher The 10 most important questions

1. Is the Beef 100% Grass-Finished

If you are looking for the highest quality, healthiest, and cleanest beef, then you need to look for the term "100% Grass-Finished". This means the cow has only eaten Grass. No other food label means this (more on that later).

2. How is the Grass?

The taste, tenderness, and quality of Grass-Finished Beef will be vastly different from ranch to ranch. If the Grasses of a ranch are not diverse and nutritional the beef won't be either. Look for higher elevation, well managed, and well irrigated ranches.



Not all Grass is the same! Look for diverse, nutrient dense, high elevation pastures.

3. Does Your Rancher Have the Experience?

When raised the right way, on the right pastures, Grass-Finished beef should be the best tasting beef you've ever had. If raised incorrectly, well, it can be the worst beef you've ever had. It's that important. An experienced and expert Grass-Finished Beef Rancher is a true gem. Make sure your rancher isn't just jumping in on the "fad" of Grass-Finished Beef. You wouldn't hire a plumber who says, "yeah I'm just trying out plumbing for the first time".

Picking Your Rancher Continued...

4. Does the Beef Look Right?

The highest quality Grass-Finished
Beef should have the rare combination
of deep red muscle color with bright
white fat. The deep red color of the beef
means that the animal has been active
in the pastures using its muscles. The
white fat along with marbling is the real
sign of a good Grass-Finished Beef
Rancher. It means the cow has been
eating exceptionally nutrient dense and
clean grasses, allowing it to put on good
fat within its muscles, not
just around them.



Your steaks should be a deep red with clean white marbling throughout.

5. Do They Have Regenerative Agriculture Practices

This means that the practices of the ranch are actually building better soils and habitat through the raising of their animals. Another common term more specific to cattle is "Rotational Grazing". Look for these terms when researching your rancher's practices.

6. Are they Transparent with You?

When researching a new ranch, are you able to find out about their history, how they manage their pastures, how they care for their animals, etc...If this is not something that you can easily find, there's probably good reason for it.

7. Can You Visit Them?

There's no better way to truly know your food source. If a farm or ranch really wants to connect with their customers, and has nothing to hide, they should offer opportunities for you to visit. Just being able to shake their hands, walk on the pastures, and see the animals fufills an instinctual need we have to connect to our food.

Picking Your Rancher Continued...

8. Do They Talk About Breeds?

This can be a red flag. If a rancher is trying to sell you on the beef by saying they only sell "such and such breed", it may not mean much. The particular Breed alone does not equal great beef. A Rancher must know the right type and maturity of cattle that will actually 'Finish' properly on grass in their particular environment. That's when the magic happens! Don't be distracted by too much 'hoop-la' over the cattle Breed.

9. Are They Serving You?

You may find a ranch that checks all the boxes, but then discover it is nearly impossible to get their beef. This actually is pretty common. Ranchers are notoriously bad (or just stubborn) about getting their product to their customers, and this is another red flag. If they are not passionate about serving people, it will be reflected in how convenient they make it for their customers, and how their overall customer service will be for you.



Most ranchers have a passion for ranching. Not all have a passion for people.

10. Is it Guaranteed?

This speaks for itself.

Don't Trust Us, Test Us

The Proof is in the Beef

Here at Sangres Best, we actually tell people "not to trust us".

Because you shouldn't blindly trust anything. We encourage people to dig deeper before letting us be their rancher. We know, for those that put us to the test by trying out a sample, combing through all our material online, or even coming to see the ranch in person, those are the ones that turn into true believers.

So for the sake of being able to pass our own test, and as an example for you to compare with other ranches, we are going to pull back the curtain and share with you all our answers to this same test.

Sangre's Best Beef to the Test

100% Grass-Finished? Yes, your beef will only eat the natural bounty of the pasture.

High Quality Grasses? Yes, the pastures here on the ranch are renowned for the grass it produces. The high elevation and ample moisture make it the perfect geography for growing nutrient dense summer grasses. The grass from this valley is so valuable it is harvested and sold to high end competitive horse ranches.



Our pastures are renowned for their grasses

Do We Have Enough Experience? Yes (but we keep learning!), We have been raising Grass Finished Beef in the Wet Mountain Valley since 1995...WAY BEFORE IT WAS COOL. We are among the original experts on it. We have a lifetime of experience raising the best beef possible, and we aren't finished yet. Every year, we tweak and adjust to ensure that you receive the best tasting Grass Finished Beef there is along with the best service.

How Does the Beef Look? Well if you don't have our beef right in front of you, here's some pictures to see for yourself. Remember, the best beef will be a deep red color, with bright white fat, and marbling in the steaks and roasts.



Sangre's Best Beef to the Test Continued...

Do We Practice Regenerative Agriculture? Yes, in fact our entire Bulk Beef Buying System is built to achieve this. With the reservations from our customers, we know exactly how many cattle we need to raise and can create responsible grazing plans around it. Then, during the season, we are out on horseback with our cattle OFTEN checking on their health and the condition of the pasture. It takes a highly trained eye to know exactly when to move them to a fresh pasture. It's when the cattle have grazed just enough to trigger regrowth and deeper root development, along with trampling the inedibles, fertilizing with manure, and watering with urine which builds better



Yours Truly, receiving the Stuart P. Dodge Lifetime Conservation Achievement Award from the Palmer Land Conservancy, their highest honor. People don't think ranching and conservation can go together, but they are actually meant to go together.

Are We Transparent With You? Yes, to a fault. Those that know us well, know that we share with our customers EVERYTHING. The good and the bad (sometimes bad things happen). We joke that one of the hardest parts of our job is remembering to take out our phones to get pictures and videos to share with everyone (we are still ranchers after all). But we try our best, and we strive to document everything happening here on the ranch, at the butcher, and in the warehouse to show you.

Can you Visit Us! Yes! It would be our dream come true if each and everyone of our customers came to meet us in person. Every year we have an open house event that anyone can join and see the operation. We also have a Year Round Guest Ranch where you can come and join our team on horseback and be fully immersed in the ranch experience.

soil!



Guests at our 2023 Open House. We also offer fully immersive week long ranch stays

Sangre's Best Beef to the Test Continued...

Do We Talk About Breeds? We have never told our customers that they should buy our beef because it's a certain breed. I can't even remember the last time we talked or wrote anything about it. But I'll expand on it here. Our #1 rule is we only run breeds of cattle that thrive on our wild pastures, which tend to be English Cattle. This can include Black Angus, Red Angus, Hereford, Charolais, and crosses of all of them. These types of cattle have the disposition and hardiness to thrive out on pasture, but also the body types to gain good healthy weight over their summer here. And they all create incredible beef.



We care more about using a breed that thrives in our environment.



Are We Serving You? Service is in our blood. We live to serve. From the start, our mission was to make it easy for customers to get to know us and to get our product. Our Bulk Beef Buying system was built with that focus. Its purpose is to provide our customers with a year's supply of delicious trustworthy beef at a fair price. We want to serve families. We took on large costs in research and development to figure how to ship Bulk Beef Packages, so customers can get this product right to their doorstep. We also drive all over the state meeting customers at pick up locations to personally hand them their packages. And we are always here to respond and answer any questions you have. Perhaps our favorite part of the whole job is when someone just calls or emails to introduce themselves and tell us their story. Heck, you can do it right now, our number is 719-300-5344 or email YourRancher@SangresBest.com

Is it Guaranteed? Yes. We offer the only 100% Satisfaction Guarantee in the Beef Business. We call it our "Rancher's Word Guarantee". If there is ANY reason you are not satisfied with your experience or the product, all you have to do is talk to us. We are here, and we will take care of you. It's so rare that we will probably drive out to your house to see what's going on with the beef, cause if there's any problem, we want to know about it!

Grass Finished Beef? What's it All About

Grass Finished:

We've talked a lot about Grass-Finished Beef. But what is it ACTUALLY? Grass-Finished means that the animal has only been eating Grass. This term was born out of necessity to help defend consumers from being misled by the corporate Beef industry. The term "Grass-Fed" does not mean the same thing, those animals can still be finished on Grain. All beef is "Grass-Fed", but very little of it is "Grass-Finished". And it's the finishing process that really matters to you.

So why not Grain???

Grain makes cows sick on some level. Without getting too technical, cows are ruminants, meaning they have specialized stomachs designed for eating grass, not grain. Grain would be similar to kids eating candy bars. A little here and there is ok, but if it's a large part of their diet then they will get sick in various ways. This is the story of mainstream industry beef. Incredibly, 99% of USA cattle are 'Finished' in a feedlot the last several months of life on a graincentric diet along with antibiotics and growth promotants before going to the consumer. The reason commercial beef uses grain like this has nothing to do with flavor. It is about the speed of fattening cattle, marketing corn through the cattle, and creating a predictable year round drought and weather resistant supply of beef. Grass Finishing is a seasonal proposition! Smaller non conventional ranches might use grain to 'Finish' because the grasses they have are not quality enough to get good weight gain and marbling in their beef. It's a true gem to find a rancher that knows how to Grass-Finish their cattle and actually has good enough pastures to do it!

Grass Fed Vs. Grass Finished?

You may be saying "I see Grass Fed Beef at the grocery store, I'll just buy that". All beef is "Grass Fed". Technically, companies can label their beef "Grass Fed" because at some point in their lives they were eating grass. They can even label them Grass Fed even when they finish them on grain. I know, its ridiculous, and it all comes at the expense of you the consumer. We wish we could just trust food labels and marketing. Even if you see "Grass Finished" at the grocery store, that beef can still come from a feedlot where they confine the cow to a stall and truck in Hay to feed them. So, long story short, it's very hard to find trust worthy meat at the grocery store, and the only true way to trust the integrity of your beef is to know your rancher. And now you do:)

TRUTH ABOUT

In general, you can't fully trust any meat labels at the grocery store. So what can you do? Go meet a rancher!

"PRODUCT OF USA": THIS DOES NOT MEAN IT WAS RAISED IN THE U.S. IT CAN BE RAISED IN OTHER COUNTRIES, THEN SHIPPED TO THE U.S. TO BE PROCESSED AND STILL GET THIS LABEL.

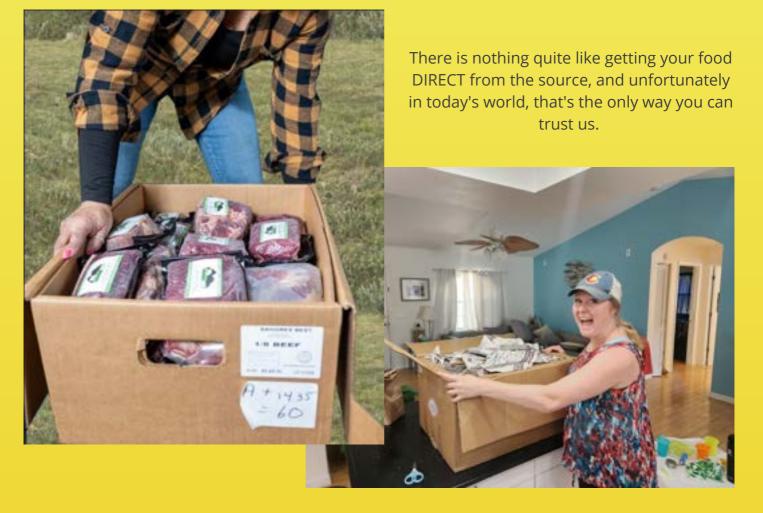
"NATURAL": THIS LITERALLY MEANS NOTHING, THERE IS NO DEFINITION OR REGULATION BEHIND IT.

"RAISED WITHOUT ANTIBIOTICS": THE USDA HAS NO VERIFICATION SYSTEM IN PLACE FOR THIS LABEL. BIG MEAT GETS EXPOSED CONSTANTLY FOR LYING ABOUT IT. IT CAN'T BE TRUSTED.

"FREE-RANGE": ALL THIS MEANS IS AN ANIMAL HAS ACCESS TO THE OUTSIDE. THEY CAN STILL LIVE IN INHUMANE CONDITIONS, AND THIS CLAIM IS ALSO COMPLETELY UNREGULATED.

"GRASS-FED": ALL COWS ARE "GRASS-FED" WHEN THEY ARE YOUNG, SO BIG MEAT CAN PUT THIS LABEL EVEN ON THEIR CONVENTIONAL BEEF FINISHED AT THE FEEDLOT. "100% GRASS-FED BEEF" IS A BIT BETTER, BUT VERIFICATION OF THIS TERM IS VOLUNTARY, MEANING BEEF CAN HAVE THIS LABEL, JUST WITHOUT THE USDA CERTIFICATION ON IT. AND IT STILL DOESN'T ADDRESS THE CONDITIONS THE ANIMAL WAS RAISED IN.

"ORGANIC": IT'S BETTER THAN "NOT ORGANIC". BY DEFINITION: "FOODS MUST BE PRODUCED WITHOUT THE USE OF SYNTHETIC PESTICIDES, HERBICIDES, FERTILIZERS, SLUDGE, IRRADIATION, OR GENETICALLY MODIFIED SEEDS." IN TERMS OF BEEF, THE COW ALSO HAS ACCESS TO THE OUTSIDE FOR 120 DAYS OF THE YEAR. BUT BEWARE, PRODUCTS THAT ARE ONLY 95% ORGANIC, CAN STILL BE LABELED "ORGANIC".



What Are You Paying For? Grass-Finished Beef vs Conventional Grain Finished

When you buy your beef, what are you paying for? It sounds like a simple question with a simple answer; "I'm paying for beef".

But question further...What is Beef? What's its purpose? What's the purpose of any food really? Why do we eat?

Now that is the question, WHY DO WE EAT?!? The answer there is simple, TO GET NUTRIENTS in the most delicious way possible.

Nutrients are what fuels us, allows us to grow, keeps us alive, and makes us strong

Too often, we only think of food at a macro level. We aren't thinking about what is actually in that food.

And sadly, "Food" today can't be trusted blindly. It's been corrupted by marketing, chemicals, big corporations, government subsidies, the FDA and so on...

That's why its so depressing to actually read the food labels (which MOST PEOPLE STILL DON'T DO!!!).

So, in the end, when you buy food, you are PAYING FOR NUTRIENTS.

So, to show you what you are really paying for when you buy beef...

On the next page is a SIDE BY SIDE NUTRIENT COMPARISON of Grass Finished Beef (what we do) and Grain Finished Beef (conventional beef).





What are you really putting in your freezer and your body?

NUTRIENT BATTLE

WHAT YOU'RE REALLY
PAYING FOR

GRASS FINISHED VS CONVENTIONAL GRAIN FINISHED

*WE ARE CONFIDENT THAT SANGRES BEEF IS AMONG THE MOST NUTRITIOUS GRASS FINISHED BEEF DUE TO THE EXCEPTIONAL ENVIRONMENT AND OUR HOLISTIC GRAZING PRACTICES.

NUTRIENTS FROM 80Z HAMBURGER	GRASS FINISHED	GRAIN FINISHED	THE GRASS FINISHED DIFFERENCE	
Calories	432	568	Trim Waistline	
Protein	43g	38g	 Build Muscle 	
Total Fat	28g	44g	 Leaner Body 	
Saturated Fat	12g	16g	Less Bad Fats	
Omega 3s	200mg	108mg	 Lower Inflammation 	
Vitamin B3 (Niacin)	18mg	9.6mg	 Healthier Skin 	
Vitamin B12	4.8mcg	1.7mcg	Better Mood	
Folate	28mcg	16mcg	Improve Metabolism	
Iron	4.8mg	4mg	More Energy	
Magnesium	49mg	38mg	✓ Reduce BP	
Vitamin K	2.4mcg	1mcg	 Stronger Bones 	
Choline	152mg	126mg	Increase Brain Function	

^{*}RESEARCH PERFORMED BY DR. STEPHAN VAN VLIET, DEPARTMENT OF NUTRITION,
DIETETICS AND FOOD SCIENCES, UTAH STATE UNIVERSITY, AND THE BIONUTRIENT FOOD
ASSOCIATION, FOUND THAT GRASS-FINISHING, COMPARED TO CONVENTIONAL GRAIN
FINISHING, INCREASES A WIDE VARIETY OF HEALTH-PROMOTING COMPOUNDS IN MEAT AND
IMPROVES ANIMAL HEALTH.

(BEEF NUTRIENT DENSITY PROJECT REPORT, DEC 2021)

Think about it this way...

You and your family probably eat beef in some way, shape, or form 2 times per week. That's 100 times per year. That's 1,000 times in the last decade. That's 1,600 times before your kids go off to college.

Now, what If...

What if those 1,600 servings of beef were medicine for your body instead of harming it?

What if every time you ate a piece of juicy, tender, mouth savoring beef you didn't have to feel quilty about it after?

What if that beef craving could be something that nourished your body instead of harming it?

What if you could easily change your eating habits just by having healthy, nutrient dense beef at your disposal at all times?

Did You Know...

Grass Finished Beef like ours is higher in nearly every measurable vitamin and mineral, as well as Essential Fatty Acids?! Plus it doesn't contain antibiotics, weed killers like glyphosate, synthetic hormones, or any of the other junk they feed to commercial beef cattle?

Now Imagine...

How much better you'd feel eating Beef your body doesn't have to fight against to filter out all the chemicals.

The difference in you and your family's behavior if they're eating nutrient packed building blocks for life.

Having your own "Freezer Section" right at home to choose healthy beef from everytime.

Detoxing all the poison from cheap beef out of your system and life.

THAT'S WHAT EATING REAL, CLEAN, NUTRITIOUS FOOD CAN DO FOR YOU!

Planning Your Beef Supply

Congratulations, you now know how to find a true quality trustworthy beef supply! You are empowered more than 99.9% of all buyers out there.

Now that you have your source, lets learn how to plan your beef supply to create your own personal "freezer section" right at home (and never have to go back to the sketchy grocery store beef section!).

Use the charts below to find out how much beef you need for the year, how much freezer space that requires, and compare the savings you get when buying in bulk from the source.

How Much Beef Do I Need?							
For the Year!		2 Meals/Week	4 Meals/Week	6 Meals/Week			
Size	Single	1/8 Beef	1/4 Beef	3/8 Beef			
s pin	Couple	1/4 Beef	1/2 Beef	3/4 Beef			
Househould	Family of 4	1/2 Beef	Whole Beef	1 & 1/2 Beef			
Hou	Family of 6	3/4 Beef	1 & 1/2 Beef	2 & 1/4 Beef			

Buying Bulk Beef is not just for large families!

*Do you eat just 1lb of Beef per week? Then an Eighth Beef Package (50-6olbs) wouldn't be too much for you, and provide you a year's supply of quality beef!



*The average Holiday Party uses 13lbs of beef!

*The average family burger cookout uses 2.5lbs of ground beef!

*The average taco night uses 2lbs!

It adds up fast. Americans go through almost 6olbs of Beef per person per year



That's an Eighth Beef just for one person.

Freezer Space

Now that you know what size Beef Package will keep your family fed for the year, let's see how much Freezer Space you need to store it.

*A storage freezer is a great investment that can save families time and money by buying in bulk. We highly recommend it.

How Much Freezer Space Do I Need? Stand Up Chest Fridge/ Freezer Freezer Type Freezer Freezer Combo Whole 1/8 2.5 Cubic 1 Shelf Freezer Beef Feet 1/4 5 Cubic Get Deep 2 Shelves Freezer Feet Beef Beef 1/2 10 Cubic Get Deep 4 Shelves Beef Feet Freezer Whole 20 Cubic 20 Cubic Get Deep Feet Freezer Feet Beef

Grass-Finished Beef Cooking Guide

Grass-Finished Beef is Different!

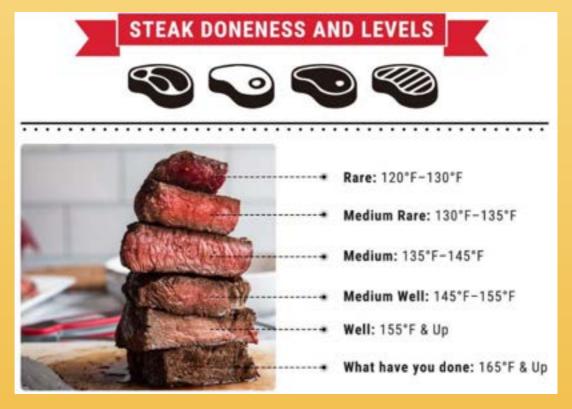
You don't need some 200 page extensive recipe book to cook delicious beef. In fact, the "recipe" is the least important part of the process (you can have the best beef of your life with just a little salt and pepper). The most essential part of having delicious beef is to first buy the best beef (of course!) But, we've talked about that enough. For actually how to prep, cook, and serve your beef, the most important thing to take away is that Grass-Finished Beef is different but not difficult. By simply learning the PRINCIPLES of cooking Grass-Finished Beef you will always have a delicious outcome.

Principle #1: Tender cuts of meat (fine steaks and a few others) are best medium rare to rare. They get less tender and more dry when cooked beyond that.

Principle #2: Tougher cuts of meat (working muscles) may be browned at a high temp initially but must be cooked long and slow to become tender.

Principle #3: SANGRES Ground Beef is of the highest quality and safety and is beyond versatile from a mouth watering stand-alone 'Hamburger Steak' cooked like a steak, all the way to stir fry and stroganoff.

Below we will take you through all the parts of the cow, where your cuts come from, what each one offers you, and the best strategy for cooking it.

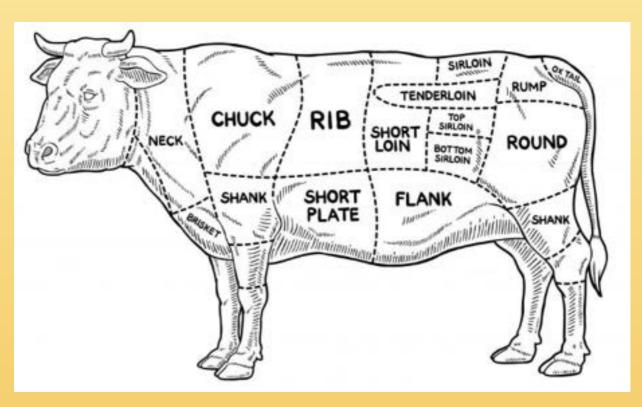


Know Your Cuts

A Beef is first broken down into "Primal Cuts" (labeled in the diagram below). A Primal is a large muscle or group of connected muscles that come off the cow together. Then, these Primals are broken down into the roasts and steaks that you know, or put to grind for ground beef.

The meat from each Primal has different characteristics based on what that muscle was used for. So, if you can gain a very basic understanding of where the cut of beef you are cooking came from, and what it was used for, you'll know exactly the best way to serve it.

Don't worry, you don't have to memorize it, we'll lay out each cut and what to do with them for you.



Chuck: Chuck comes from the cow's shoulder. It's a very flavorful region that can be cut and prepared in many ways, but because it's a highly used muscle it is a firmer cut of beef.

The types of cuts from the chuck are ground chuck (hamburgers), chuck short ribs, shoulder tender medallions, chuck pot roast, shoulder steak, flat-iron steak, and stew meat, amongst others.

Rib: Refers to meat cut from the cow's ribs and backbone. Rib cuts are notable for their fatty marbling, tenderness, and distinctive flavor.

The types of cuts you can find from the rib are short ribs, ribeye steak, ribeye roast, back ribs, and others.

Know Your Cuts Continued...

Loin: This is where you'll find most of your "High-End" cuts. The loin is located directly behind the ribs and, due to its location, is not a heavily used muscle. This makes the loin very tender compared to more muscular cuts. The loin primal cut comprises two parts worth mentioning: sirloin and short loin.

Sirloin is the rearmost cut of the loin region and the least tender of the two subregions (though arguably more flavorful). Common cuts include sirloin steak, top sirloin, bottom sirloin, tri-tip roast, and tri-tip steak.

Short loin is similar to sirloin cuts, but is closer to the center of the cow and more tender than sirloin cuts as a result. Common short loin cuts include Ny strip, tenderloin filet, <u>filet</u> mignon and strip loin depending on how you cut it.

Round: Located near the cow's hind legs, it's typically a firmer and leaner cut of beef, but very flavorful.

The common round cuts are round steak, eye of round, tip roast, tip steak, top round, and bottom round roasts.

Flank: The flank primal cut is located just below the loin. This region is not as tender as the loin but is more flavorful.

Flank Steak (sometimes called London Broil) come from this region.

Short Plate: This cut is located near the stomache of the cow, and is a highly used muscle group, making it firmer and more flavorful.

The Short Plate gives another source of Short Ribs, Skirt Steak, and a flavorful Ground Beef Source.

Brisket: The Brisket comes from the cow's breast. As one of the most used muscles it is one of the toughest cuts of meat, but packed with flavor. Which is why it is such a popular cut for BBQ Cooks that can make it tender.

The Brisket can be cut into two sections, the Flat and the Point. The Flat is a more even rectangle shape, and leaner, while the Point has a rounded end and more marbling.

Shank: The Shank comes from the Cow's Forearms. It is perhaps the toughest cut on the animal, which means perhaps the most flavorful as well. For those that know how to cook it, it becomes one of their favorites.

From the Shank can come Cross Cut Shank (aka Soup Bones) and Stew Meat.

Tools of the Trade

Recommended Cooking Equipment to Help Give You the Best Experience

Quick Read Digital Meat Thermometer: This can be an essential tool for getting your steaks and roasts just right. Especially with Grass-Finished Beef that will dry out if over cooked. Having a Meat Thermometer that gives you a FAST, and accurate reading is important when the heat is high and the steaks are on!



Cast Iron Pan: Having a Cast Iron Pan will help you get the perfect steaks. These pans can handle extremely high heat and you can move them from the grill, to the oven, to the stove. They also clean up easy after a session of high heat cooking.



Slow Cooking Device: Crock Pot, Pressure Cooker, Insta-Pot, Nesco are all options for cooking your roasts, stews, soups, etc. You will find these things incredibly versatile.



Quality Roasting Pan or Cast Iron Dutch Oven: These will help your roasts cook evenly.



The Grass-Finished Beef Cooking Commandments

Here we have broken down each type of cut for you and provided the Golden Rules to follow for each one.

With these principles, any recipe you apply to the cut will turn into delicious dishes.

Steaks

Steak Cooking Commandments:

- DO NOT MARINADE: This covers the natural flavor of Grass-Finished Beef and prevents a nice crust from forming.
- BRING TO ROOM TEMP FIRST: Consider this part of the cooking process. It will help achieve an evenly cooked steak at the end. About 2 hours out of the fridge is enough time.
- APPLY YOUR SEASONINGS 1 HOUR PRIOR TO COOKING: 1 Hour is enough time for the seasoning to adhere to the steak.
- DO NOT OVER SEASON: Grass-Finished Beef brings plenty of its own flavor, and you can always add more season at the end if you like.
- COOK TO MEDIUM RARE (130-135 Degrees): This is the magic zone where flavor and tenderness come together. The fat in Grass-Finished Beef has a lower melting point than fat from commercial beef (another reason it's easier to digest) so it will dry out faster if it gets overcooked. For your "well-done" eaters at home, try to at least get them to try Medium (145 degrees).
- DARK BROWN CRUST IS BETTER THAN GRILL MARKS: Charred grill marks can create areas of toughenss. The goal should be an even dark brown crust throughout for maximum flavor and tenderness.
- LET IT REST FOR 5 MINUTES AFTER COOKING(or until the temp goes down to 125 degrees): This will allow the juices that were forced to the edge of the steak during cooking to be reabsorbed back into the center.
- CUT ACROSS THE GRAIN: Be sure to cut across (perpendicular) the natural grain of the steak to help with tenderness.

Steak Cooking Methods

For how to cook your steaks, you can group them two categories for how they should be treated: 1. "High End" Steaks, and 2. Skinny Steaks

High End Steaks

The Ones that Stand Alone on the Plate NY Strip, Ribeye, Filet Mignon, Top Sirloin, Flat Iron Steak

The "Reverse-Sear Method": For High End Steaks that are 1 1/2 inches thick or more. This method allows you to get your nice dark crust but have medium rare throughout the center

- Grill, Smoke, Or Bake on indirect heat at low temperature (225-250 degrees) until the interior of the meat reaches 115-120 degrees.
- Remove the Steak from Heat, pat it dry and set aside.
- Turn Your Heat Source on HIGH to get an extremely hot cooking surface. If your Grill/Smoker/Oven doesn't have a high direct heat source, move to your stove top.
- Add Steak to hot cooking surface. DO NOT WALK AWAY. Flip the steak every 30-45 Seconds until a nice dark brown crust forms (just shy of burnt) or until thermometer reads 130 degrees
- Let the Steak rest 5-7 minutes. It will intially climb in temperature 3-5 degrees, then begin to cool. Ideal serving temperature is around 125 degrees.
- Cut the Steak across the grain, serve hot and enjoy!

Skinny Steaks

Flank Steak, Cube Steak, Eye of Round Steak, and others less than 1 1/2 inches thick.

Quick Sear Method: Because these are thinner cuts they are at risk of cooking too fast and too much. Using this quick sear method you develop a nice brown crust, while slowly and evenly cooking the interior.

- Turn Your Heat Source on HIGH to get an extremely hot cooking surface. If your Grill/Smoker/Oven doesn't have a high direct heat source, move to your stove top
- Pat your steak dry. Removing the moisture helps the crust form.
- Add Steak to hot cooking surface. DO NOT WALK AWAY. Flip the steak every 45-60 seconds for 3-5 minutes or until thermometer reads 130 degrees.
- Let the Steak rest 5 minutes. Ideal serving temperature is around 125 degrees.
- Cut the Steak across the grain, serve hot and enjoy!



Get your pan screaming hot and flip fast. Slice thin across the grain and enjoy!





Chuck Roast, Arm Roast, Cross Cut Shank, Short Ribs

Low & SLOWWWWW

Because these cuts come from highly used muscles they need extra care. The long cooking time allows for all those strong muscle fibers to break down and become tender.

Low and Slow Roast Cooking Method

* For Medium Rare, Sliced Roast*

- Dry Brine your roast in the refrigerator for 24-48 hours by sprinkling it with Kosher Salt (1/2 Teaspoon per pound)
- An hour before cooking, wet the roast by patting it with water, and then apply the desired rub or seasonings of your choice.
- If you are using an oven or smoker set it to 225 degrees, for Slow Cookers use the Low Setting.
- Cook the roast until it reaches an internal temperature of 115-120 degrees. Then remove from heat and set aside.
- Move the Roast to a High Heat Cooking Surface like the Broiler in your oven. Rotate your roast every few minutes until each side is a deep brown color, or until the internal temperature reaches 130-135 degrees.
- Slice it across the grain and serve it hot! Cut it in a pan that will collect the juices so you can pour them back over the roast. If you let it rest you endanger overcooking while it restes.



Low and Slow Roast Cooking Method * For fall apart tender meat*

- Dry Brine your roast in the refrigerator for 24-48 hours by sprinkling it with Kosher Salt (1/2 Teaspoon per pound)
- An hour before cooking, wet the roast by patting it with water, and then apply the desired rub or seasonings of your choice.
- Brown the meat: If you are using an oven or smoker set it on high (500F) and brown it uncovered for about 30 minutes. For Slow Cookers brown all sides on the cooking range using a heavy skillet.
- Slow Cook: For oven or smoker drop the heat to low (200-225 F)

 COVER and cook all day. For slow cooker, set on low. For InstaPot, adapt and adjust accordingly. DO NOT ADD WATER. We love to chunks of onions and garlic cloves at this point.
- You can start checking the roast around the 8-10 hour mark.

 Cook until the roast is fall apart tender and swimming in its own rich broth. If you wish, drain the broth and make gravy.



Left: Medium Rare Roast sliced thin across the grain.

Right: Fall Apart Tender Roast in its own gravy.



Ground Beef

For this section we will focus on cooking Grass-Finished Beef Burgers, even though the possibilities with Ground Beef are literally endless. It's a lot harder to screw up Taco Meat or Meatloaf than it is a Burger.

Grass-Finished Beef Burger Cooking Commandments

- DO NOT OVER SEASON: You will miss the natural flavors of the beef.
- DO NOT "MIX-IN" THE SALT: Apply it to the outside just prior to cooking. This will help it stay loose.
- DON'T OVER PACK THE PATTIES: That will make them dense.
- MAKE SAME SIZE PATTIES: This will help you manage the cooking. These burgers will cook faster than commercial burgers.
- COOK TO YOUR LIKING: Everyone has a preference on how they like their burgers done, just remember at higher internal temperatures they will dry out faster than commercial beef.

1/3 Pound Beef Burger Cooking Methods

- Add your ground beef to a bowl and mix in your preferred seasonings (remember not to add salt here)
- Form the ground beef into 1/3lb balls then gently press them into discs about 1/2 inch thick
- Get your cooking surface to medium high heat. Salt the meat right before putting it on the grill.
- Cook the burgers about 3 minutes per side, and then check temperature. Add 1 minute per side to get it more done, checking each time, until reached your preferred doneness.
- Serve and enjoy!

Your Beef Cut List

What's in Your Package and What You Can Do With It?

Here is a list of possible cuts that will be in your Bulk Beef Package, what they are, and delicious ideas of what to do with them! (variety of cuts in your package can vary slightly)

Steaks (In Order of Most Tender to Less Tender)

Filet Mignon

- Cut from the tip of the Tenderloin from the Short Loin Primal
- The most tender cut of beef. It is a delicate and lean steak.
- Perfect for "Stand Alone Steak Dinner".
- Season Lightly. Use the Quick Sear or Reverse Sear Method. WARNING: Cooks very fast. May only need 2-3 minutes per side.
- Cook to Medium Rare, NO MORE.

NY Strip Steak

- Cut from from the Short Loin Primal.
- A very tender, slightly marbled steak
- Perfect for "Stand Alone Steak Dinner".
- Season Lightly. Use the Reverse Sear Method
- Cook to Medium Rare, NO MORE.

Flat Iron Steak (Hidden Gem!)

- A lesser known but very tender AND flavorful cut from the Chuck Primal
- Combines the tenderness of a NY Strip and the flavor of a Ribeye
- Perfect for "Stand Alone Steak Dinner".
- Season Lightly. Use the Quick Sear or Reverse Sear Method
- Cook to Medium Rare, NO MORE

Ribeye Steak

- A juicy, flavorful, well marbled steak from the beef rib primal cut.
- Perhaps the most flavorful of the "High End Steaks", but not quite as tender.
- Perfect for "Stand Alone Steak Dinner".
- Season Lightly. Use the Reverse Sear Method
- Cook to Medium Rare, NO MORE



Steaks continued...

Top Sirloin Steak

- Just as it sounds, it comes from the Top of the rear loin.
- Because it is a thick and lean steak, it needs exact proper cooking to turn out tender.
- Perfect for "Stand Alone Steak Dinner".
- Season Lightly. Too much seasoning will just burn during cooking. Use the Reverse Sear Method.
- Cook to Medium Rare, NO MORE



Sirloin Tip Steak

- Actually comes from the Round Primal, not the Sirloin.
- A lean steak that is less tender than Top Sirloin, but more tender than Eye of Round
- Great for adding to dishes like salads, fajitas, or anything calling for steak strips.
- Season lightly or apply your favorite rubs to match your dish.
- Use the Quick Sear Method. WARNING: Cooks very fast. May only need 1-2 minutes per side
- Cook to Medium Rare, NO MORE. Slice very thin and serve.

Eye of Round Steak

- Cut from the Top Round Primal, a highly used muscle.
- A flavorul, lean, versatile cut that can still have tenderness when prepared properly.
- Can be a "Stand Alone Steak" but also can utilized for any dish that calls for Steak Strips.
- Season lightly, apply your favorite rubs or tenderizing marinade to match your dish.
- Use the Quick Sear Method (or Reverse) Sear Method if steak is thick enough.)
- Cook to Medium Rare, NO MORE. Slice very thin against the grain and serve.



Steaks Continued...(In Order of Most Tender to Less Tender)

Flank Steak

- Cut from the cows lower chest and belly region (the flank primal)
- A flavorul, lean, versatile cut that can still have tenderness when prepared properly.
- Can be a "Stand Alone Steak" but also can utilized for any dish that calls for Steak Strips.
- Season lightly or apply your favorite rubs to match your dish.
- Use the Quick Sear Method. WARNING: Cooks very fast. May only need 1-2 minutes per side
- Cook to Medium Rare, NO MORE. Cut 1" slices across the grain.

Skirt Steak (Fajita Meat)

- Cut from Plate Primal located inside the chest and abdominal cavity.
- Very flavorful cut, but tough due to all its connective tissue.
- You can add rubs, marinades, or Season lightly.
- Use Quick Sear Method on the highest heat possible. Cook only until the outside is browned. Inside will cook very fast.
- Slice very thin and across the grain.



Cube Steak

- Cut from the Round Primal
- Similar to a thin Eye of Round Steak, but it is mechanically pre-tenderized.
- Very lean cut that will dry out if over cooked.
- Great for dishes like Chicken Fried Steak, Stir Fry, Enchiladas, etc.
- Use Quick Sear Method on the highest heat possible. Cook only until the outside is browned. Inside will cook very fast.
- Slice very thin and across the grain.



Roasts

Tri-Tip Roast

- Comes from the bottom tip of the sirloin, named after its triangular shape.
- It is actually considered a steak, but should be cooked like a roast. It is a very flavorful cut.
- Use your favorite rubs, sauces, or marinades.
- Cook with Reverse Braising Method, LOW and SLOW.
- Cook to medium rare, slice thin across the grain, serve with the juices.



Chuck Tender

- This roast is cut from the Chuck Primal (Shoulder Area). It is named after its shape (similar to a Tenderloin) not because it is super tender.
- Although naturally tough, the Chuck Tender is full of rich, beefy flavor.
- Use your favorite rubs, sauces, or marinades.
- Cook with Reverse Braising Method, LOW and SLOW.
- Cook to medium rare, slice thin across the grain, serve with the juices.

Chuck Roasts (aka Arm Roast, Shoulder Roast)

- This roast is cut from the Chuck Primal (Shoulder Area). It is the most commonly used "Pot Roast"
- It is packed full of marbling and flavor, and will come out juicy and tender when prepared with care.
- Use your favorite rubs, sauces, or marinades.
- Cook with Reverse Braising Method, LOW and SLOW.
- Cook to medium rare, slice thin across the grain, serve with the juices.



Odds and Ends

Stew Meat

- Cut from the Bottom Round. This area has a lot of connective tissue that needs to break down while cooking.
- Very flavorful.
- Season and Slow cook in your favorite stews, soups, etc...

Cross Cut Shank (Hidden Gem!)

- Cross sections of the Leg (or shank).
- One of the most flavorful pieces of meat. Famously used in Osso Bucco.
- Can be Braised, Reverse Braised, or straight Slow Cooked. LOW and SLOW until meat begins to fall off the bones.
- Add any flavors you like to your dishes.
 Perfect in soups, stews, or even standing alone on a plate.

Short Ribs

- Typically cut from the Chuck, but can also come from the Plate, Rib, and Brisket Primals.
- The muscle itself is a well-worked and tough cut. But cooked correctly it will result in very tender meat.
- Treat like a piece of Barbeque. Can be Braised, Reverse Braised, or straight Slow Cooked. LOW and SLOW until meat hits 200-203 degrees.





Brisket

- Cut from the lower breast/pectoral muscle. It is a highly used muscle full of connective tissue.
- Typically split into 2 cuts, the Flat and the Point, named from their shape.
- Use your favorite LOW and SLOOOOW BBQ cooking method. Cook to 200-203 degrees.
- Slice thin across the grain, serve with the juices.

Odds and Ends

Beef Bones

- Soup Bones, Knuckle Bones, or Marrow Bones
- Packed with nutrients and flavor.
- Soup and Knuckle Bones are perfect for making bone broths.
- Split Marrow Bones are a delicacy when roasted.

Organ Meats

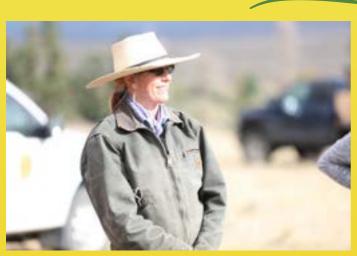
- Can include Liver, Kidney, and Heart.
- Known as "Superfoods" for their extremely high nutrient quality.
- Liver can be used for dishes like liver and onions or pate.
- Kidney can be braised or slow cooked and added to stews, soups and stir fries.
- Heart is very versatile. It can be cooked like a steak with the Quick Sear Method or Slow Cooked. Remove any tough tissue from the outside prior to cooking.
- All of these meats can also be ground and mixed in with burger to create a super nutritious burger mix.

Thank You and Happy Cooking!

Again, from all of us here at Sangres Best, we can't thank you enough for taking the time to know your food source. You are making a genuine difference in the world.

It is our honor to raise beef for you and your family, and it's not a duty we take lightly.

Enjoy your beef, and please write to us!



Your Rancher, Elin Ganschow



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