

A photograph of a lush green pasture with a herd of cows. In the background, there are rolling green hills and several scattered trees under a cloudy sky. The text 'Gridium IGNITE' is overlaid on the upper part of the image.

Gridium **IGNITE**

Buy a cow why and how

Buy a cow: why and how

Why?

factory farmed beef; food safety; grassfed beef

How?

buy direct; pricing; $\frac{1}{4}$ cow

storage; cooking

Factory farmed beef



- maximize for weight and space
- fed mostly corn
- also beta agonists and antibiotics
- 32.6 million pounds of antibiotics for animals (2013)

Food safety



USDA announces 34000-pound **beef recall**

UPI.com - Jan 16, 2015

WASHINGTON, Jan. 15 (UPI) -- About 34,000 pounds of beef is being recalled by a company for having plastic materials inside ground beef.

Plastic pieces found in some ground beef sold at Wegmans, recall ...
Allentown Morning Call - Jan 14, 2015



Tyson Fresh Meats Recalls 8 Tons of Lean Ground Beef f...

Food Safety News - Jun 3, 2015

Tyson Fresh Meats of Dakota City, NE, is recalling approximately 16,000 pounds of ground beef products that may be contaminated with E. coli ...

Tyson Fresh Meats Recalls Ground Beef Due to Possible E. Coli ...

CDA News - Jun 3, 2015



13.5 Tons of Beef Recalled for Possible E. Coli Contamin...

Food Safety News - Jul 4, 2015

Denver's Lombardi Brothers Meats issued a July Fourth eve recall of approximately 26,975 pounds of tenderized steak and ground beef ...

case, though it is the largest. In fact, the United States just completed what is arguably the worst year for beef safety in its history. In 2007, there were 21 beef recalls nationwide for possible E. coli contamination, the most in five years; the amount of beef recalled—33.4 million pounds—was a new record.

Grassfed beef has...

- lower levels of unhealthy fats and higher levels of omega-3 fatty acids
- lower levels of dietary cholesterol and offers more vitamins A and E as well as antioxidants
- twice the levels of conjugated linoleic acid, or CLA, isomers, which may have cancer fighting properties

<http://well.blogs.nytimes.com/2010/03/11/switching-to-grass-fed-beef/>

Buy direct

- Google for a local ranch
 - delivery or pick up
 - usually 1/4+
- eatwild.com
- CSA
 - smaller portions
- Plan ahead for seasonal availability
 - summer in CA

Pricing

- \$/lb of hanging weight
 - - dry aged
 - - trimmings and other stuff
 - = ~ 70% yield
- harvest fee
- cut and wrap
- delivery

Example

farmer	100 * \$4.25/lb	\$425
harvest	¼ * \$115	\$29
butcher	100 * \$0.85/lb	\$85
driver	\$10	\$10
net 70lbs	\$6.86/lb	\$549

expensive?

or a bargain?



1/4 COW

- 75-100 lbs
- full range of cuts
- individually wrapped in regular size portions
- may be customizable

1/4 689#

BEEF	NO. IN PKG.	NO. OF PKG.	
T-BONE		2	HA
SIRLOIN		2	HA
CHATEAUBRIAND			BA
COULOTTE			PO
FILLET MIGNON		2	CI
TOP ROUND		2	LC
LONDON BROIL		1	BO
BOTTOM ROUND RST.		1	PI
SWISS STEAK		2	SI
EYE OF ROUND			PI
RUMP ROAST		1	NI
SIRLOIN TIP RST.			SI
SIRLOIN TIP STK.		2	LI
CUBE STEAK		2	FI
CHUCK ROAST		3	
CHUCK STEAK			
CROSS RIB ROAST		1	
BRISKET		1	
RIB ROAST			LI
RIB STEAK		2	SI
MARKET STEAK		1	RI
SHORT RIBS		2	SI
STEW		5	SI
GROUND BEEF		22	FI
FLANK STEAK		1	
SKIRT STEAK			
KIDNEY			
NECK BONES		1	
BONES		2	
HEART		1	
LIVER		2	
NEW YORK STK		2	

How much is that really?

- 2 big boxes
- 2-3 cubic feet
- need (access to) a separate freezer
- ~ 1 year supply
 - 1-2x a week for 2 adults

Cooking

- 30% shorter cooking time
- low and slow
- slow cooker
- *The Grassfed Gourmet Cookbook* by Shannon Hayes



