

Grass-Fed / SWGLA-Forage For Thought

Summer 2008

Strengthening the Bond Between Good Stewardship and Healthy Food

Message from the President

By Martin Honegger
President Board of Directors SWGLA

What a turbulent year this turns out to be. Soaring fuel and corn prices are putting a strain not only on the cattle industry. But exactly these factors could pose an opportunity for Grassfed Beef because feed and fuel is a substantial smaller percentage of the cost of locally produced Grassfed beef. With rising retail prices of beef we should become more competitive as long as we can keep our input cost at bay. It's just another challenge to overcome.

SWGLA had its share of challenges over the past twelve months. At the end of June, Ra Vernon had to resign because of family emergencies after just eight months on the job. We thank her for her work and wish her and her family all the best.

So we are again at a new beginning with our new executive Director Laurie Bower, whom we were lucky enough to hire on really short notice. Laurie will focus on building long term grant income to sustain our operation and keep us promoting grassfed livestock products.

Please join the board of Directors in welcoming Laurie. I for one intend to do all I can to support her in the efforts to strengthen and grow our alliance.

I believe changes do not come from the top down. Not from Washington or the States. Changes start with us, in our operations and go to the county, the state and on to our nation's capital.

Only you and I can do it, together!

May god bless us with a healthy monsoon season.

Yours truly, Martin Honegger



Soaring Eagle Ranch Rutherford, NM

Coming Up:

Saturday, August 16th

Sierra County Fairgrounds
Truth or Consequences, NM

**Workshop, Tasting, BBQ
and Old Fashioned Barn
Dance**

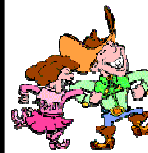
12-4: SWGLA Workshop: "A
Natural Approach: Opportunities and Mar-
kets Through Grassfed Livestock"

**4:30-6pm: Grassfed Livestock
Product Tasting**

6pm-8pm: Free Barbecue and
Fundraiser for the Gila Livestock
Grower's Association

**8pm-12am: Old Fashioned
Barn Dance** with The Delk Band and

Special Guests *Bring a pie for
the dance, and Join SWGLA
and the GLGA in T or C for
good food and good fun!



Southwest Grassfed Livestock Alliance 1210 Louisa St. Suite 10 Santa Fe, NM 87505
Office: 505.231.3467 Fax: 888.825.0773 Website: www.swgla.org

Heritage Meat and Grassfed Beef Processing for Northern New Mexico

by Laurie Bower

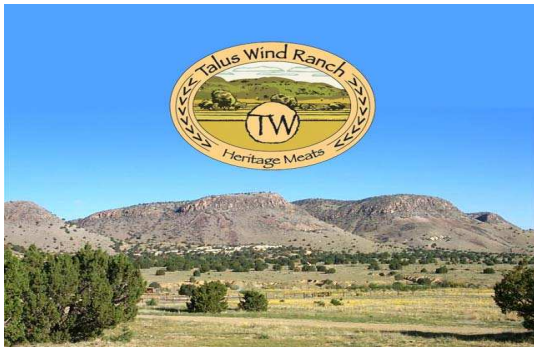


Tim Willms of Mountainair Heritage Meat Processing in Mountainair, NM

USDA inspected beef processing will begin in September.

Mountainair Heritage Meat Processing is a slaughterhouse that is part of the Talus Wind Ranch project located at 6368 Hwy 55, Mountainair in Torrance County, New Mexico. According to manager Joe Zamora, it is all done in a humane manner and with great care in making sure that all meats are processed under the strict guidelines of USDA inspection.

The facility welcomes both ranchers who sell their meats and those who need custom processing. With over 35 years experience in the meat processing industry, the staff will cut and package to your specifications. At present, they handle lamb and goats under inspection and expect



to have their grant of inspection to process beef by September 1, 2008

Thirty miles southeast of Santa Fe, Talus Wind Ranch, raises lamb, turkey, rabbits. According to Tim Willms, owner of Talus Wind Ranch and Talus Wind Heritage Meats, "We raise and sell the finest lamb, turkey and rabbit in Northern New Mexico, and are dedicated to the environmental stewardship of both our animals and the land." To schedule an appointment and for further information, contact Joe Zamora at (505) 847- 0180, log onto <http://www.taluswindranch.com/> or email info@taluswindranch.com.

SWGLA Welcomes New Director

Meet Laurie Bower, the new Director of SWGLA.

For the past five years, Laurie has worked in grantwriting and development for a variety of sustainable agriculture enterprises, including the **Tesuque Agricultural Initiative**; a program to provide 80% of the food needs for a 600-member pueblo and



Sustainable Settings: a 240-acre living, working model of a sustainable rural farming operation in Carbondale, Colorado. Ms. Bower's experience in fund raising, marketing, real estate, legislative issues and agriculture will serve as a welcome asset to SWGLA. She has also worked as a wrangler and has been riding, training and caring for horses since she was three. Later this summer and throughout the fall, Laurie will be traveling throughout the southwest to meet with SWGLA's producers. She can be reached at 505-231-3467 or at info@swgla.org.

Mission Statement: "SWGLA is an alliance of producers, land managers, conservationists and researchers that promotes and markets grass-fed livestock products through applied research, educations and cooperation in order to improve human, ecological, social and animal health."

“Local Beef Marketing for East Central NM” Workshop

By Joan Ortiz, Ortiz Ranch Newkirk, NM



Martin and Margrit Honegger recently hosted a workshop at Pino Creek Ranch, which focused on gauging interest in promoting and marketing local beef. SWGLA sponsored the June 7th event, which was attended by about 25 interested parties.

The workshop’s goal was to assess interest in forming a cooperative effort with other local ranchers and interested parties so that economies of scale might be harnessed and profitability attained through group effort.

Martin opened with a PowerPoint presentation outlining the purpose of the workshop. Possible avenues of entry into the venue of marketing local beef were discussed at length, with lively input from attendees. One suggestion was to approach local or regional restaurants as buyers, and another was to either open a store or to approach a retailer about selling the beef.

Some areas of agreement were the following: (1) organic certification appeared to be too difficult and/or too expensive to aim for, especially with the strict feed requirement;

- (2) “local” and “natural” seemed to be the adjectives that could most reasonably be advertised, since “grass-fed” presently has USDA regulations which insist on 100% grass, and many ranchers felt the need to maintain an option to feed nutritional supplements;
- (3) it was agreed that a requirement for selling under such an arrangement would be no antibiotics or added hormones;
- (4) both grass-finished and grain-finished beef might be offered to different markets, or even to the same market, labeled accordingly;
- (5) butchering and processing could possibly present some obstacles; and
- (6) it was decided to limit the product to beef, at least initially.

A Restaurant on Wheels provides lunch for the workshop participants and cooks up Martin’s grassfed beef!



After the morning’s discussion, a delicious lunch was served and enjoyed by all. The consensus by meeting’s end was that, since this appeared to be a very complex and multi-faceted venture, more ideas and input would be needed, and that more research needed to be done regarding possible buyers.

A committee was formed with the intent of meeting for further discussions, and a possible web site was proposed. E-mail addresses and phone numbers were gathered, and Martin Honegger sent a report to attendees.

More information is available at the Guadalupe County Livestock Producers Organization (GCLPO) web site, at gclpo.org.

In need of a workshop or tasting in your area to help promote grass-fed livestock or help ranchers get started providing grass-fed livestock? Give us a call we are here to help you! SWGLA 505.231.3467 or visit our website at www.swgla.org





Soaring Eagle Ranch

By Sage Faulkner

Soaring Eagle Ranch is located in beautiful Rutherford, NM on Highway 95, on the way to Heron Lake State Park. Soaring Eagle Ranch specializes in Scottish Highland cattle, certified organic grass-fed beef, as well as a new ranch tour program, to name a few of their projects...and according to manager, Shane Faulkner, "Our beef is the best beef I have ever had. I think that is important because ranchers should be proud of their product. If someone wouldn't eat their own beef, what does that say?"

Soaring Eagle Ranch was built on many principles, most of which are based around healthy land, happy people and content animals. Shane, former SWGLA president and current board member, is happy to be at Soaring Eagle Ranch.

"Working with Will and Louise is a great fit for our family, we are able to ranch and stay in Northern New Mexico, and they focus on their passions, which for Will is food safety, he is CEO of AgInfolink, a company that provides tracking technology." Oldest daughter, Bayler, already helps take care of cattle. Monte, the two-year-old, is most interested in tractors and irrigating. Sage adds, "the other day we moved cattle and I was singing 'wooo cattle', the way we do, when Keelin, the baby, started saying 'woo' with me." Ranching is a family affair for all involved.

For meat cutting, Soaring Eagle Ranch works with Mel's Custom Meats, in Romeo, CO at (719)-843-5850. "We are lucky, because they are 70 miles from the

ranch, so it is a close trip. Of course, fall, winter and spring add a challenge because it is over Cumbres Pass and 5am often means we are turning around if there is snow!" Mel's is another family business. Sage says, "I love working with them because you see the whole family in there. Mel's son is adding computer technology, and Mel's dad is always there with a wealth of history and knowledge, and Mel is there to keep it all moving." Sage also says, "We feed and raise the steers for two years, and what Mel does in a month is a huge part of what we offer. We have to dry-age because of the benefits for our beef, and so the dry-aging and extra work they do for us is a big part of our success." For the future, Shane says the ranch will try and move towards selling mostly quarters, halves and whole beeves. With the high fuel prices, even though they "squeeze every ounce of time out of a trip to town possible" he says they have to make changes, and selling the smaller

packages, while more convenient for customers, isn't going to be as viable. They hope to work with others and get more local beef to consumers, but the logistics are trying. Shane feels that there is room for all ranchers and their beef, but

says that they have to work towards common goals rather than the differences.

"For every argument we spend time on here, there is

someone overseas that will gladly slide in and sell beef to our customers, and who knows at what quality, or anything else for that matter?"

For more information, contact Shane and Sage at info@naturalsteak.com, or 575-588-7424.

Managed by Shane, Sage, Bayler, Monte and Keelin Faulkner, Owned by Will and Louise Pape



SWGLA Board Members

President

Martin Honegger
pcr@plateautel.net

Vice President

Cheryl Goodloe
sralt@hotmail.com

Secretary

Mark Winne
win5m@aol.com

Treasurer

Walt Marshall
cbhecc@aol.com

Shane Faulkner

ser@zianet..com

Nancy Ranney

Ranneyranch
@gmail.com

Deborah Madison

Deborahmadison
@earthlink.net

Reese Woodling

Nrwoodling
@comcast.net

Tawnya Laveta

tlaveta@yahoo.com

Mimi Sidwell

sidwell@jxranh.com

Director

Laurie Bower
info@swgla.org
505-231-3467

SWGLA

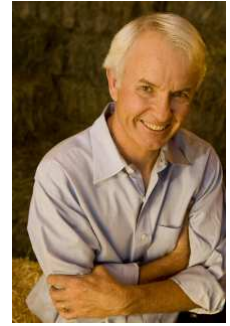
Suite 10
1210 Louisa Street
Santa Fe, NM 87505

505.231.3467 phone
888.825.0773 fax
www.swgla.org

MEMBERS' VOICE

Reduce Global Warming, Buy Local

By Mark Winne



The United Nations Food and Agriculture Organization issued a report not too long ago called "Livestock's Long Shadow," which stated that the world's livestock are responsible for 18 percent of the global warming effect – more than transportation's contribution. The report went on to say that grazing and feed production for all livestock worldwide used "30 percent of the land surface area of the planet." Assuming that this is all true, and assuming that global warming is a real threat that we can no longer ignore, both meat producers and consumers may want to consider their role in reducing carbon and nitrogen emissions.

Two obvious choices come to mind. The first is that the Southwest was made for grazing. It's hard to find another form of food production for which it is better suited. And the more grass, the less feed we must import to produce our cattle, goats, chickens, sheep and pigs. Utilizing our own natural resources as responsibly and optimally as we can is good for the land, environment, and us.

The second choice falls more into the lap of the consumer. If we choose products that are "local" – grown, raised, processed and distributed within our region – our food will have traveled the shortest distance possible and used the least amount of energy to reach us. A steak from a New Mexico-raised cow that was processed in a New Mexico facility and sold directly to a New Mexico consumer will, on average, travel 300 miles. For a steak that has gone through the conventional system of a feedlot, a large Midwest slaughter facility, and a major supermarket chain distribution system, the journey is more like 3,000 miles.

That local steak might cost a little more, but future generations will thank us for protecting the legacy of our land and environment.

Mark Winne is the recent author of the book "Closing the Food Gap: Resetting The Table in The Land of Plenty" for more information visit www.markwinne.com.



Visit
us at
www.swgla.org

Thank You to Our Supporters:

Many thanks to the following organizations for their contributions to SWGLA:

Western Risk Management Education, The New Mexico Department of Agriculture, Risk Management Agency, Farm to Table

www.farmtotablenm.org, **The Quivira Coalition**
www.quiviracoalition.org, and our **Private Donors.**

Carrizo Valley Ranch

Sid & Cheryl Goodloe ~ Lincoln County, New Mexico



In 1956 Sid Goodloe purchased a brush-covered, over-grazed, drought-stricken ranch in the South Central Mountains of New Mexico. The price was right and the potential was there. Vegetation management, water development and cross fencing was planned and implemented as money became available from the sale of firewood, fence posts, vigas and hunting. Sid states that, “The key to sustainable ranching is making use of the resources you have in a holistic manner while recognizing the limitations of a semi-arid climate.”

Today **Carrizo Valley Ranch** is a model of planned grazing, watershed rehabilitation, wildlife habitat enhancement and forest health. Sid opines, “Our Alpine Black cattle fit this high altitude environment. They are bred for marketability without hormones or antibiotics and are grazed on native grass and browse. Holistic management and rotational grazing not only produce high quality natural beef, but play a vital role in healing a debilitated landscape. We are continually striving to improve the genetics in our cattle. Our low-stress handling and rapid rotational grazing methods insure that our herd is always well-fed, well-watered and at ease. Our wildlife kind of appreciate that too!”

Through participation in the Capitan Farmers Market and word of mouth advertising, our direct marketing of Angus range-raised beef to local consumers has been successful as another ‘value-added’ resource. CVR Angus beef is sold live (by the half or whole) directly to our local consumers and then transported to a facility where it is processed to their specifications.

A large portion of the ranch now exhibits a pre-1850 viewscape that includes open savannahs as well as ample tree-covered areas providing storm protection for cattle and “edge” for wildlife. Much of this grass-covered open space was the result of re-introducing natural fire into the ecosystem to return it to pre-settlement condition. Not only is this landscape aesthetically pleasing to the eye but has also dramatically reduced soil erosion and improved surface water flow and aquifer recharge, while eliminating catastrophic fire.



(continued on page 7)

Carrizo Valley Ranch (continued from page 6)

A Hunting Lodge, convenient but rustic, built in 1959 is available seasonally for fee hunters and as a get-away for couples or small families. This provides an opportunity for unencumbered solitude and relationship-building with colleagues, family or friends. The Lodge provides viewing native species in a compatible habitat and rest from the “over communication-oriented world through a quiet time without TV, phone, Fax, computer or cell phone.”

Carrizo Valley Ranch has recently recorded a Conservation Easement on the entire property that guarantees it will be protected from development in perpetuity and can remain as an operating ranch in perpetuity. Sid continues to provide information to ranchers, environmentalists and natural resource users throughout the state of New Mexico on the availability of Conservation Easements as one tool to protect and conserve agricultural land for future generations through his leadership and participation in the **Southern Rockies Agricultural Land Trust**.



Today Sid and Cheryl continue their holistic approach to sustainable ranching by thinning piñon/juniper thickets as well as over-populated ponderosa pine forests. Last year 35 cords of firewood were delivered to homeowners in Ruidoso and Roswell. A small sawmill located near the Headquarters handles any ponderosa large enough to produce lumber. In the winter, Sid peels pine vigas for home builders in Austin and San Antonio, Texas and Lincoln County, New Mexico



A visit to the Ranch provides an opportunity to learn how holistic management works on the ground, resulting in an economically and ecologically sound lifestyle ... purchase ranch-raised grass finished Angus beef, piñon/juniper firewood or hand-peeled vigas ... or select a date for a group tour and Dutch oven meal or a private getaway. “We take great comfort in knowing Carrizo Valley Ranch will always be a home for wildlife, cattle and rural families,” said Sid.

For more information call 505-354-2379 or log onto www.carrizovalleyranch.com.

What's Cookin'?



More recipes from Tauna Powell at <http://www.mastersranch.com/blog.php?cat=28>

Roast Beef Salad

The Masters Ranch ~ Laclede, MO

Ingredients:

- 3-4 lb grass-finished roast beef
- 7-8 large farm-fresh free-range eggs (hard-cooked & peeled)
- 1-2 cups mayonnaise (more or less to desired sandwich spread consistency)
- 3-4 tablespoons mustard
- 3-4 tablespoons finely chopped pickles

Directions:

Cook the beef in slow cooker. Reserve drippings. Grind beef in food processor or meat grinder. Put in large bowl. Grind the eggs in the same fashion and mix with meat. Add remaining ingredients. mix thoroughly. This is an excellent picnic or lunch box meal. Serve alone or with crackers, chips, or bread. After the drippings cool in frig, remove hardened fat, freeze remaining broth for soups and casserole. Makes about 8-10 sandwiches.

SWGLA—Southwest Grassfed Livestock Alliance
1210 Louisa Street, Suite 10
Santa Fe, NM 87505

Join SWGLA Today

New and Renewing members can send their \$25.00 tax deductible membership to:
SWGLA, 1210 Louisa Street, Suite 10 Santa Fe, NM 87505

You may also send your tax deductible contribution to the above address. Funding is needed to support SWGLA outreach activities.

We thank you in advance for supporting SWGLA.

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