

green pastures



WINTER 2010 NEWSLETTER

Moving towards the future

This past year has been a pivotal one for the Manitoba Grass-fed Beef Producers Association (MGFBA) and it looks like the hard work of many is finally paying off. The sales volume of our members has more than tripled over this same time last year and many new exciting products have been developed by the group.

Some new products that have been developed by Chef Helmut Mathae of the Louis Riel School Division are a Saskatoon berry wine brandy sausage, Saskatoon berry meat pie in a flax-based crust and plain crust, and a non-liver-based pate. All products have proper labelling - including nutritional analysis. We are now beginning to distribute these products via farmer markets. We have had tremendous interest in our Saskatoon berry maple sausage, smokies, wieners, and cuts of meat.

Most of the products contain no gluten (except for the meat pie's crust), are nitrate free (with the exception of the smokies), and contain no growth hormones.

The sausages were sold this past summer at the St. Norbert's Farmers' Market, Crampton's Market and St. Leon's Garden Market. One of our members was on hand during weekends to prepare and serve samples to customers. The customers were delighted and feedback was very positive.

Minister Stan Struthers visited Crampton's Market on September 24th to "taste test" our Saskatoon berry wine brandy sausage, Saskatoon berry meat pie in a flax-based crust and plain crust, and a non-liver-based pate. Culinary students from the Louis Riel School Division carefully prepared and delivered the food to those in attendance. ➡



Membership has benefits

For growers & retailers.....

Retailers – we make it easy. A newly developed bookmark that lists producer contact information, a website that promotes your business, sandwich sign boards, banners, aprons and advertisements in our newsletter are all part of the package to help you market Manitoba Grass Fed Beef.

Producers – create your own niche market revenue. We are now looking to expand our product source. As a group we work together to produce the finest meat possible in the most humane way. At the same time we take a holistic approach – striving to improve our land, our family life and our profitability. Membership is only \$100! Email us: info@manitobagrassfedbeef.ca or call (204) 376-2369.

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Appatoba - Manitoba Open BBQ Championship - Preparing the meat

We are actively pursuing a year round marketing avenue for our products and negotiations are underway with a few retailers. We hope to have this in place in December.

Appatoba BBQ Championship

A significant sponsorship was made by the Manitoba Grass-fed Beef Association to the Manitoba Open Barbeque Championship, also known as “Appatoba” which was held this past August in Morden, Manitoba. Appatoba coincides with the Morden Corn and Apple Festival so it is well attended. Our products were well-received by the organizers, the volunteer “judges-in-training”, and the public. Appatoba is in its infancy – this is the second year for this week long annual event that draws upwards of 50,000 visitors, many who are interested in sampling beef and pork products that have been slowly prepared on an “open cook basis”.

Beef briskets were prepared by teams and offered to the public to sample. As well approximately 80 volunteers attended judging training prior to the event and were on hand to sample and judge the product. Judges receiving their certification are able to judge at the many thousands of open cooking competitions throughout North America. The MGF BPA also gave a presentation on the health benefits of grass-fed beef to the audience. ■



ST. LEON'S MARKET

one of our retailers -
open for BUSINESS.

Other retail avenues include:

- St. Norbert Market
- Crampton's Market
- & our producers (pg 4)

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Meet our growers.....

Doug Turnbull & Carol Lanz-Turnbull

Grip-Fast Farms

Grip-Fast is a four generation family farm near Binscarth (western Manitoba) that was established in 1883. Doug, Carol and their two sons Ryan (18) and Cody (16) own 960 acres and manage another 415 rented acres.

The farm has been a mixed grain and livestock operation over the past decade but has been converted to forages and the production of pasture raised beef. Doug has taken the Ranching for Profit Course and Dick Diven's Low Cost Cow/Calf School and has been using management intensive grazing techniques for the past several years.

Carol and Doug have also both taken the Holistic Management Course and are active participants in the Assissippi Holistic Management Club. Improving the environment, protecting the water supply and enhancing the nearby wild-life is very important to the Turnbolls as well as improving profitability and finding time for family and community.

The cows are calved during May and June on grass and are pastured all year round. Over winter they use stockpiled forages, swath grazing, and bale grazing to sustain the herd. In summer, the cattle are rotationally grazed on mostly tame forages. Water is supplied through a pasture pipeline system and portable stock troughs. No grain (unless it is still attached to the stalk and cut prior to the milk stage) and no antibiotics or hormones are used in the production of the grass fed beef. Provincially inspected beef is being sold by the half, quarter, and by the cut direct to the consumer.

The Turbolls also produce pastured poultry, an initiative started by son Cody when he was just 9 years old. The chickens are rotated through a series of netted grassed areas along with their portable shelters, waters and mineral feeders.

For more information check out their website at www.gripfast.ca or call them at (204) 532-2178 or gripfast@goinet.ca



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Meet our growers..... Wayne & Jim McDonald

McDonald Farm has been a family owned and operated farm near Cartwright, MB (southwestern Manitoba) for over a century. The land was originally homesteaded by Wayne's great-grandfather in 1906, followed by his grandfather and father after him. Wayne and his father Jim now run the farm.

The McDonalds produce grass-fed beef and lamb as well as pastured Berkshire pork from animals that have been genetically selected for their tenderness and taste. Their cows, sheep, and pigs are all kept on pasture with access to fresh, clean water and all of grass and legumes that they can eat. The animals have never been exposed to any drugs; with no antibiotics, hormones, synthetic minerals or vitamins, or unsanitary housing. This grass-fed philosophy creates meat that is low in calories and saturated fat, rich in taste, and high in Omega 3 fatty acids in balance with Omega 6 fatty acids.

The farm has also taken a strong environmentalist approach; preserving native prairie grasses and finding effective fencing techniques to protect Manitoba's fragile wetlands and other riparian areas. Pasture-based farming is a healthy way to raise great tasting meat and a valuable addition to the ecosystem. Wayne can be reached at (204) 529-2633 or mcdonald_farm@yahoo.ca. For more information about their farm and to order some food visit their website at www.mcdonaldfarm.ca.

Wayne is also a founder of Harvest Moon Local Food Initiative, (a group of 10 farm families and 2 family-owned meat shops located in the Pembina Valley) that has collaborated to produce and market grass fed provincially inspected meat. For more info go to: www.harvestmoonfood.ca



Wayne McDonald

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