

Five Oaks Beef

Five Oaks Family Farm Monthly Newsletter

October/2016

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On The Farm...

October promises to be a very busy month for us here at Five Oaks Family Farm. Beef sales have been extremely good with no signs of letting up. Fall is always a time when we feel pressure to complete projects and chores while the weather still permits. Additionally, we will be inspecting, weighing and vaccinating the herd around the middle of the month and preparing the calves for weaning in November.

Beef sales are very good and we continue to receive a lot of positive feedback from customers. It feels very good to know that we are developing a successful business around providing healthy, natural beef to families in the many communities we serve.

We are continuing a modest level of advertising with a new full color di-

rect mail flyer to be delivered in targeted areas between the 10th and 14th of this month.

Our advertising, so far, has been quite effective but the single most effective advertising channel that we have is YOU! By far, the majority of our sales come from direct referrals from happy customers, and for that we sincerely thank you!



We have decided to continue our Referral Program through October so if you like Five Oaks Beef, refer a friend or family member and they will save 10% on any purchase in October and we will send you a 'Thank You' check for 10% of their purchase amount!

Herd Health...

Near the middle of this month we will gather up the herd. Each cow and calf will be visually inspected,

weighed and vaccinated. As important as it is for us to maintain herd health, for the most part, the cattle would just as soon not be bothered. ☺



In addition to herd health, we have an abiding commitment to low stress handling which can sometimes make handling more challenging.

This process is a very important part of producing quality beef and must be completed, but we always ‘encourage’ (rather than force) the herd to cooperate. This can occasionally add significantly to the time required to complete!

More on Grass Fed and Grain Finished...

A friend recently clipped an article for me from the Wall Street Journal, dated September 21, 2016, by Ellen Byron and Sarah Nassauer that talks about the differences between ‘grass finished’ and ‘grain finished’ beef and the markets for each and I wanted to share it with you.

The article covers a fair amount of territory but the most interesting part for me was this excerpt:

“Michael Anthony, executive chef at Gramercy Tavern restaurant in New York visits the farms that supply his beef to ensure he understands their methods. “I’ve taken a pretty hard stance at the restaurant that if I can’t find a source of beef that I consider trustworthy, and know the producer on a first-name basis, then I won’t serve it,” he says.

Mr. Anthony prefers grass-fed, grain-finished beef for his restaurant, including the 30 burgers Gramercy Tavern makes each day for diners that know how to ask for the off-menu item. He likes grain-finished, which means cattle are fed grain in their final stage of life, because the process add a more flavorful fat to the otherwise lean grass-fed beef, he says.

Peter Vauthy, executive chef of Red, the steak house in Miami Beef, FL, avoids serving grass-finished beef altogether, disliking it’s texture, flavor and lack of marbling when compared to the grain-finished beef he prefers to serve. “It’s over-chewey and not as tender,” says Mr. Vauthy.

My hats off to Mr. Anthony and Mr. Vauthy. I couldn’t have said it any better myself! ☺

A Interesting Anecdote...

Another friend related a great little story to Linda and I the other day after having tried their first couple of Five Oaks Beef steaks. I think they were NY Strips. He told me that in the past when he and his wife had steak for dinner, he would look forward to having the bones from both of their steaks to chew on. He now reports that the steak was so good, his wife is no longer willing to relinquish her bone! ☺

Yes, the story is a little ‘self-serving’ but funny just the same!

Testimonials...

As we mention frequently, our business is growing primarily based upon referrals and recommendations of our existing customers. If you enjoy Five Oaks Beef, and we assume you do, and you would like to help us by writing a short testimonial for use in future marketing efforts, we would really appreciate it! A paragraph or two would be great and you can email them to me at doug@fiveoaks.farm. Thanks!

Five Oaks Beef Referral Program...

Great news! We are continuing through October, the referral rewards program we introduced in September! If you recommend Five Oaks Beef to someone who purchases one of our great beef packages and becomes a new customer, that person will receive a 10% discount on their beef package AND we will write you a check for 10% of their purchase price!

Beef you can trust!

Just tell them to use coupon code “REFER” when ordering and have them enter your full name and phone number in the Note to Seller field.

When their order is processed, we will send you your check as a ‘Thank You’. It’s as easy as that!

A Pretty Good Sirloin Recipe...

In our home, steaks are always grilled outside but rain last evening forced us inside. A quick web search yielded this very easy, and quite delicious, approach for pan frying a sirloin steak from John Williams on the www.livestrong.com site.

How to Pan Fry Sirloin Steak

Remove the sirloins from the refrigerator 10 to 15 minutes before cooking it, so they can reach room temperature.



Sirloin steaks are rich in flavor but tend toward being a little tough so we tenderized with a meat mallet (but the side of a sturdy plate will do) being careful not to puncture the meat.

Dry both sides of the steaks with a paper towel and then salt and pepper them. Work the salt and pepper into the steaks with your fingers. Apply a thin coat of oil to both sides of the steaks.

Preheat a heavy skillet (we used cast iron) to a high heat. Pour about a tablespoon of oil in the pan and swirl it around to coat the bottom. When the oil just begins to smoke, add the steaks and move them around to coat the bottom of the steak. Sear the steaks for about 1 minute on each side and then reduce heat to medium and finish cooking. Cooking to no more than medium rare results in the most tender steak.

Move the steaks to a plate and cover with a piece of aluminum foil to keep them warm and let them rest for about 5 - 10 minutes.

Meanwhile, raise heat back to high and deglaze the skillet with about 1/8 cup of red wine and turn off heat.

To serve, pour the deglazing liquid over the resting steaks and enjoy.

We hope that you will find the content of this newsletter both interesting and informative and we always welcome suggestions for content or style. If you would like to unsubscribe, however, you may do so by clicking [here](#) and typing Unsubscribe in the subject line.

Beef you can trust!