

# Why Certified Texas Longhorn Beef?



**What is Certified Texas Longhorn Beef?** It is pure Texas Longhorn lean beef raised on the High Plains and Front Range of Colorado.

**Why is Certified Texas Longhorn Beef better than Certified Angus?** It is genetically leaner with less waste fat. It is all naturally grown without hormones, steroids, implants or laced with antibiotics of any kind. Longhorns marble well with a thin amount of waste back fat. In the world famous National Western Denver Stock Show carcass contest, a high percentage Texas Longhorn was judged the highest indexing prime entry for two years--superior to every other breed.



**Where are Certified Texas Longhorn Beef from Searle Ranch processed?** Every beef is professionally processed, flash-frozen and packaged at the only USDA 100% inspected facility in Colorado Springs.

**Is Certified Texas Longhorn meat tough?** Meat tenderness comes from cell multiplication. Healthy cattle multiply meat cells from one, to two, to four, to eight, etc. That is how tenderness is created. Healthy, nutritious forage and careful management practices create tender enjoyable eating experiences. **Searle Ranch Certified Texas Longhorn Beef** is tender.

**Are Certified Texas Longhorn Beef from Searle Ranch fed byproducts?** Our CTLB cattle enjoy high protein, high altitude pastures with water from wells or the spring-fed headwaters of West Cherry Creek. During much of the winter, hay is provided. During the summer they graze on pasture grasses, with salt and mineral supplements. No animal byproducts are fed at any time.

**Who owns Certified Texas Longhorn Beef?** Our beef is all raised on our own pastures—none of which is treated with insecticides or chemical fertilizer. Our Registered Texas Longhorn herd was established in 1974.

**Who owns the generic beef in normal grocery stores?** Statistics show that the American consumer is the *eighth owner*. Cattle are bought, sold, hauled, medicated, fed and moved all over the nation before consumption. The average steer is hauled more than 3000 miles during his 20-30 month career. *Much of the beef sold in stores had its origin outside the United States.*

**What is the shelf life of Certified Texas Longhorn Beef?** Our "all natural" beef contains absolutely no preservatives or coloring agents of any kind and should be kept frozen or refrigerated until consumed. We guaranty freshness for meat that is kept frozen for up to one year.

**What is the best beef buy?** It is always the Premium Ground Beef. It has exceptional flavor because it *includes all of the steaks and roasts*, in addition to the trimmings that make up ordinary hamburger. And it's 95 percent lean, which means minimum waste. You will immediately notice the difference—virtually no fat or water to drain from the pan!

**What part of a steer is made into Premium Ground Beef?** The grass fed, range raised, all natural ground beef includes the roasts, filets, steaks, sirloin, chuck, etc. It is not a scrap meat product. It is the whole steer. *There is a noticeable difference.*

**Is all Certified Texas Longhorn Beef totally grass fed?** No. Some select steers are fed our own formulation of natural finishing ration for 75 to 90 days, enhancing both tenderness and delicious taste—and giving our customers the option of choosing grass finished or grain finished.

**Does Searle Ranch provide custom orders?** Yes. A whole beef or half, ordered in advance, may be cut to special preference. Bulk beef purchases are economical, healthy and delicious.

**Does the age at processing affect beef taste?** Yes, very much so. "Veal" calves may be slaughtered at less than a month of age. The meat is very tender, normally a lighter pink shade, with a bland taste. Regular veal calves, mostly milk-fed, are less bland in taste and about seven to nine months old when processed. The majority of beef steers raised in the US are finished in a feedlot and processed at age 13 to 20 months. Raised on grass, ours takes longer. Our beef is typically grass fed to 900-1,000 pounds. The extra grass time and maturity is the secret taste formula. Neither fine wine nor fine beef can be rushed to perfection.

**Is grass fed, all natural beef readily available?** No. Less than four percent of the US beef supply is proven, all natural and grass grown. Consumers normally have no way of determining how or where meat was produced—even the country of origin—unless they purchase from a specialty meat market or direct from the local rancher.

**Does the breed of cattle affect meat quality?** Texas Longhorn cattle are disease resistant, healthy and, without a doubt, possess greater longevity than any other US breed. You are not only "what you eat," but "what you eat—eats!" Grass fed Longhorn beef is truly unique!

**America's favorite "special occasion food."** When a great event is consummated and a celebration meal is in order, do we suggest an oriental buffet, Mexican food, roasted chicken, turkey drum sticks or cole slaw entrée? No, never! It's "...Let's go eat a steak!"

**What part of beef helps prevent cancer?** Grass fed beef is high in "conjugated linoleic acid" or CLA. Noted Doctor Michael Pariza, University of Wisconsin, discovered that CLA interfered with growth of cancer tumors. The University Francois-Rabelais, France (Lavillonniere) revealed when breast adipose tissue was collected that CLA has a protective effect against breast cancer. CLA can not be produced by the human body, but is easily obtained through foods such as whole milk and beef from grass fed cattle. Grass grazed cattle have five times more CLA than those fed corn silage.

**What kind of beef helps prevent heart attack?** Cattle produced completely on a grass diet, have produced up to five times more "Omega-3" fatty acid than non-grass fed. By regular intake of grass fed beef, within a few months one can alter the type of fats found in all our cell membranes as well as their function. The scientific benefits of increasing Omega-3 fatty acids into the cellular membranes of the heart muscle cells as well as the endothelium of the arteries is profound. This will modify cell signaling and gene expression as well as promote the production of beneficial prostaglandins while reducing harmful clot-promoting thromboxanes. Coronary thrombosis/heart attack is prevented and electrical stability created reducing arrhythmia.

**What about vitamin E?** Grass has 20 times the vitamin E of corn. Meat from cattle raised on lush grass is four times higher in vitamin E than feedlot cattle. In humans, vitamin E is linked with lower risk of heart disease and cancer. This potent antioxidant may also have anti-aging properties. Most people are deficient in vitamin E.

**Should families be concerned about antibiotics fed to food animals?** According to Reuters News Service, three million pounds of antibiotics are given to humans each year. Animals (fowl included) received 25.6 million pounds. About 96 percent of this medication is fed, preventively, to healthy animals. The Union of Concerned Scientists has expressed concern that the human population is *becoming resistant to historically helpful antibiotics* through intake of meats grown with heavy use of antibiotics.

**Which food animals or fowl utilize the most antibiotics?** Many of the largest poultry, turkey and pork producers daily lace water and feed with antibiotics to prevent sickness. The smaller meat animals use more medication per pound than larger ones.

**Which food animals use the least antibiotics?** Free range, grass fed Texas Longhorn beef is raised free of antibiotic feeding, hormone, steroid or growth implants. It is the way Longhorns were raised when they grazed the mountains and plains a century and more ago. Request 100% grass fed Longhorn beef and know for sure you are doing the right thing for *your* family.



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