

# No Hormones Nor Antibiotics / Grass Fed Florida Beef

## From Start to Finish!

By Stephanie Farmer Assoc. Publisher



Jan Costa (right) Florida Fresh Beef Company with ranch affiliate Melissa MacDonald, Arrowhead Beef)

As a Floridian when you purchase that T-bone steak or hamburger meat in your local grocery there is a good chance the meat was raised in Florida, but shipped out west to be fattened and processed. That's because Florida is a cow-calf state. According to a pamphlet titled *Florida's Cattle Industry* by Florida's Department of Agriculture and Consumer Service "over ½ of all agricultural land in Florida is in cattle production" with "annual farm gate sales of over a half a billion dollars". In fact, Florida is "home to four of the United States 10 largest cow calf operations". Thus Florida is ranked 12<sup>th</sup> in the Nation for beef production. Yet, to many consumers, there is a disconnect as we ship almost ALL our Florida beef to other states for fattening and processing. That disconnect is something the Florida Fresh Beef Company and its sister company Florida Glatt Kosher Meats is trying to solve by offering not only Kosher, but also Non-Kosher grass fed beef raised from start to finish here in Florida on a commercial scale; something that has not been done for over 20 years!

So, what is the difference between Kosher and Non-Kosher grass fed beef? The word Kosher in Hebrew means "fit or proper" with Hebrew laws enacting strict regulations. Kosher beef must be processed within these very strict guidelines, which among many details includes an inspection of the lung. If the lung is not smooth and healthy it is not kosher. In fact, according to Jan Costa with the Florida Fresh Beef Company, 75% of all beef does not qualify as kosher! Also, Kosher is not for lovers of t-bone steaks. Kosher beef is only from the 12<sup>th</sup> rib forward. Anything behind

the 12<sup>th</sup> rib is not considered Kosher. Beef not qualifying as Kosher is sold as Florida grass fed beef. But, their grass fed is still top quality beef as it was still raised with the same tough standards the Florida Fresh Beef Company places upon their producers such as free range, grass fed, no hormones and no antibiotics.

Lee Windham with the 4 Arrows Ranch in Citra, Florida has partnered up with Florida Fresh Beef in producing genetically quality cattle, but they are looking for more producers as demand is very strong for their beef. They use Black Aberdeen Angus due to the excellent marbling and tenderness of the meat. The Florida Fresh Beef Company is willing to help any producer interested in raising the breed of beef they require.

As a consumer, don't be afraid of the cost of such high quality beef! According to Jan the average family of four eats a whole cow in six months. Yet, that same family can save an average of \$1,200 by purchasing their USDA inspected beef directly from them. Just go to their website [www.floridafreshbeef.com](http://www.floridafreshbeef.com) , place your order and they will ship your beef directly to you on dry ice via UPS ground or overnight anywhere in the country. Knowing times are tough, they have made it quite economical with variety packs starting at \$100. But, if you fall in love with their beef and your next order is bulk, mention you purchased the variety pack and they will knock off up to \$100.00 from the bulk price.

Their website also shows the various Farmers Markets where you can buy individual cuts. They even have a program for restaurants, caterers, and stores wishing to carry their products.

No hormones, no antibiotics! Florida raised beef from start to finish. A win-win situation from the Florida cattle producer to the Florida consumer!