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June 2011 Specials and Update

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Now is the time to take advantage of outdoor grilling.
--Photo by timmrd

Hello friends,

We have some terrific products available for you now. Take a look at these offerings!

AVAILABLE NOW!!! Products in Volume

100% grass-fed Angus Beef
2 quarters available

Finished Lamb
4 sides available

Chicken
Buy 10 get one free.

Soy-free Eggs
Buy three dozen, get 1 dozen free

Always Available

Soy-free Eggs

Whole

Chicken, Turkey, Pheasant, & Ducks

Cuts

Beef, Pork, Lamb, Chicken, Turkey,
Buffalo, Elk, Rainbow Trout,
And much, much more!

Remember ...

On-line ordering is available 24 hours a day at www.naturalmeats.org.

If you need help ordering or have any other questions please don't hesitate to call Lynn between 8:00 am and 5:00 pm Monday through Friday at 608-329-4807.

BRAT SPECIAL

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## 5 Chicken Brats

(Spinach & Asiago, or Italian),  
5 White Buns, and a can of  
Bush's Baked Beans for

\* \* \* \* \*

All for only \$9.00

## Egg Laying Chickens

(Still available for a limited time)

### 22 Week Old Red Stars

Laying heavy: \$11 each

### 22 Week Old Araucanas

Just starting to lay well: \$14 each

## Organic and Heirloom Seeds

Available from Paoli Local Foods

### Save 10 Percent on All Seeds

This Spring we planted almost all 2010 seeds  
and germination was over 95 percent.

Stock up and have your  
seeds ready for 2012!



**Better Compost,  
Better Gardens  
We Deliver!**

From Horse-based

Many people know us for our compost. It's rich, clean, and full of everything lawns and gardens are looking for to achieve optimum growth. To start with, our compost is created from the manure of our grass-fed cattle. We then give Mother Nature five years to work the raw material into the black gold that your garden loves. Of course we help her by building our compost through a four-stage process.

Available in bags or by the yard, you can pick it up at the store, order on-line or give us a call at 608-558-5566 to arrange delivery. You may also pick up at the farm in bags or bulk in your truck or trailer.

**Because of high demand we are opening up and making available more CSA shares. Please note:**

### **Our CSA Offers More Than is Typical**

If you are close to ending your CSA and were planning on renewing soon or if you have been considering a CSA, now is the Perfect time to act on it.

We offer much more than the typical CSA. With a standard CSA, you get a box of whatever that farm has every week. With a Ruegsegger Farms CSA, you pick every product every time. You even get to choose when you get your CSA packed.

Items available for CSA include but are not limited to:

- Grass-fed Beef,
- Eggs,
- Pork,
- Chicken,
- Turkey,
- Lamb,
- Buffalo,
- Fresh Organic Produce, Produce, and more Produce
- Home Canned Jams, Jellies, Pickles, Salsas, Mustards,
- Fresh baked goods,
- Our homemade soups,
- Great Sandwiches,
- Locally made organic laundry soaps,
- Wild caught Alaskan Salmon, local trout, and so much more.

### **Not Familiar with CSAs?**

Community Supported Agriculture (CSA) has become an important connection between local farmers and consumers. Basically a farm offers a certain number of "shares" to the public. While most farms offer shares that include fruits and vegetables, some also offer Meats, and canned goods.

The consumer purchases the shares, usually before the beginning of the season. At regular intervals the farm supplies product to the consumer, the quantity and variety depending upon production levels.

### **Advantages for farmers:\***

- Get to spend time marketing the food early in the year, before their 16 hour days in the field begin.
- Receive payment early in the season, which helps with the farm's cash flow.
- Have an opportunity to get to know the people who eat the food they grow.

### **Advantages for consumers:**

- Eat ultra-fresh food, with all the flavor and vitamin benefits.
- Get exposed to new vegetables and new ways of cooking.
- Usually get to visit the farm at least once a season.
- Find that kids typically favor food from "their" farm - even veggies they've never been known to eat.
- Develop a relationship with the farmer who grows their food and learn more about how food is grown.

### **Our Unique Category**

Not only can we offer fresh fruits, vegetables, and meats from our farm, our offerings from other farms is also included in the CSA. Additionally, fish, canned goods, and

laundry products are rarely if ever offered in CSAs but are offered in the Ruegsegger Farms CSA.

The other advantages that differentiate us from other CSAs are that you can choose what you want, when you want it, plus a 10% savings when you prepay.

If you have any questions, don't hesitate to call or email us. We'd be more than happy to answer any questions you may have.

## Farmers' Markets

Preordering at  
[www.naturalmeats.org](http://www.naturalmeats.org)  
is recommended

We are asking that all orders be picked up  
at local farmers markets. We are currently  
at 10 different markets per week  
to make this easy for everyone.

*--Thank You!*

### Tuesday:

[Verona Farmers' Market](#), 3:00 pm-7:00 pm, Hometown Junction, 306 S. Main St.

[Watertown River Park](#), 7:00 am to 12:00 noon.

### Wednesday

[Lake Mills](#), Wednesday, 2:00 pm to 6:00 pm, In the Commons Park on the North side across from the Library.

**Madison (East)**, [Capitol View Farmers' Market](#), 3:00 pm - 7:00 pm, Sharpsburg Drive in Grandview Commons, Madison, WI.

### Thursday

**Madison (West)**, [MadWest Farmers' Market](#), 4:00 pm-7:00 pm, 55 S. Gammon Rd. (in the parking lot of Lussier Com. Ed. Ctr.).

[Mount Horeb Farmers' Market](#), 3:00 pm-6:30 pm, 100 block of North 2nd St. Old Schoolhouse under the Water Tower.

[South Milwaukee](#), 3:00 pm-7:30 pm, 11th Avenue at Milwaukee Avenue.

### Saturday

[Milwaukee, Cathedral Square](#), Kilbourn Avenue, 1/2 block East of Jefferson Street. 9:00 am-1:00 pm (608 558-5566). ORDER in advance for best results.

[Waukeshas](#), 7:00 am-12:00 Noon at the River Front Plaza.

[Wauwatosa](#), 8:00 am-1:00 pm at the far East end of Watertown Plank Road next to the "Little Red Store" in the Village.

**Ordering and Pickup are Easy!**  
Order on-line then, whenever possible,  
pick up your order at the  
farmers' market  
closest to you!

For more information on farmers' markets go to:

[www.naturalmeats.org/ORDER](http://www.naturalmeats.org/ORDER) Select "A.\_FARMERS\_MARKETS"

To order on-line, go to <http://www.naturalmeats.org/webcart/order.aspx>

*We'll see you at the market!*

## **We Thought You'd Want to Know ...** **... *The Benefits of Grass Fed Beef***

### **More Reasons to Eat Grassfed**

According to a 2009 study\* conducted by the USDA and Clemson University, grassfed beef is better for human health than grainfed beef in ten ways:

1. Lower in total fat
2. Higher in beta-carotene
3. Higher in vitamin E (alpha-tocopherol)
4. Higher in the B-vitamins thiamin and riboflavin
5. Higher in the minerals calcium, magnesium, and potassium
6. Higher in total omega-3s
7. Better ratio of omega-6 to 3 fatty acids (1.65 vs 4.84)
8. Higher in CLA (cis-9 trans-11), a potential cancer fighter
9. Higher in vaccenic acid (which can be transformed into CLA)
10. Lower in the saturated fats linked with heart disease

In past we've discussed the top 5 health reasons for eating grassfed beef. Today, we're going to talk about numbers 6 through ten, all of which have to do with fats.

We've been brainwashed into thinking that all fats are bad for us, but the truth is that fats are a necessary component of a healthy diet. The human body needs an array of fats in the right amounts to function and remain disease-free. Grassfed beef is one way to add those healthy fats to a balanced diet.

Omega 3 and 6 Fatty Acids are polyunsaturated fats that play an important part in growth and metabolism. They can't be synthesized by the human body, so they have to come from our diet. Both reduce inflammation, lower the amount of serum cholesterol and triglycerides, prevent excess clotting and reduce the risk of cancer.

While both Omega 3 and Omega 6 fatty acids are important individually, they also work in tandem and the ratio is critical. According to the National Center for Biotechnology Information, a typical Western diet can be excessively heavy on the Omega 3s - up to a 30:1 ratio - when the ideal is closer to 1:1. The proper ratio can reduce the risk of many chronic illnesses such as cardiovascular disease, cancer, asthma and rheumatoid arthritis.

Conjugated Linoleic Acid (CLA) is another potent weapon in the arsenal against chronic disease. CLA can reduce cancer, high blood pressure, cardiovascular disease, osteoporosis and insulin resistance.

Vaccenic Acid is a transfat that occurs naturally in ruminant animals, but unlike its synthetically-produced cousins, is important for good health. A recent study published in The Journal of Nutrition showed that vaccenic acid protects against arteriosclerosis, a contributing factor in cardiovascular disease.

Saturated Fats (cholesterol, triglycerides and low-density lipoproteins - LDL or "bad" cholesterol) all play a significant role in heart disease and stroke.

The choice is clear - grassfed beef is the healthy way to eat.

\* S.K. Duckett et al, Journal of Animal Science, (published online) June 2009, "Effects of winter stocker growth rate and finishing system on: III. Tissue proximate, fatty acid, vitamin and cholesterol content."



Mustard Grilled Chicken (Light) --Photo by Shelby Jo

## **Mustard Grilled Chicken (Light)**

**by Redsie**

### **Ingredients**

- 1/2 cup lemon juice
- 1/3 cup Dijon mustard
- 2 teaspoons basil
- 1 teaspoon italian seasoning
- 2 teaspoons lemon zest
- salt and pepper
- 4 skinless chicken breast halves

### **Directions**

1. In a bowl mix together lemon juice, Dijon mustard and spices.
2. Pour over chicken in a shallow baking dish and turn to coat. Marinate in refrigerator covered for 24 hours.
3. grill on barbecue or under oven broiler.

Recipe adapted from [food.com](http://food.com)



One of Deb's chickens.

### Final Word ...

When we say that we're selling laying chickens, that is one basket into which you can put your eggs.

Just ask satisfied customer Deborah. After assuring her that the breeds could be mixed together, she bought some hens and took them home. In a very short time we received the photo above and this little note:

Just got home and put the hens into the coop. Although not the hen in the picture, one of the girls got right down to business!

Thanks for the hens. They seem happy and I know I'm going to enjoy them!

-Deb

Thank you, Deb. We're pleased that your new chickens are getting along *and* getting busy. It makes us proud of what we do and gives us a real thrill that you're happy too!

Thank you,

*Ken and Sherrie Ruegsegger*



Find us on Facebook 

"Today's beautiful moments  
are tomorrow's  
beautiful memories."

~Unknown~

Ken and Sherrie Ruegsegger  
Natural Meats  
608-523-4705

[Paoli Market](#) [\[MAP\]](#)

6895 Paoli Road  
Paoli, WI 53508  
608-845-FOOD (3663)  
Open Monday-Friday 10-6  
Saturday 8-4



*Eating locally is a moral and spiritual responsibility.*

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**Constant Contact**

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Ruegsegger Farms | 75 York Valley Road | Blanchardville | WI | 53516