

## **CORONA CATTLE - GOING ENVIRONMENTALLY GREEN**

I have read many magazine articles about successful restaurant type businesses. However, I have never seen an article in an upper class publication on where the beef comes from for these eating establishments. Without good beef there wouldn't be successful restaurants.

You can buy a chicken dinner and eat chicken that comes from an animal that is only 50 days old. That is one reason it is cheap. On the other hand, you can sit down to some baby back ribs from an animal that was only 6 months old – or 180 days. But if you want a really good and nutritiously satisfying meal then you have beef: hamburgers, roasts, or steaks which satisfy your hunger longer. The reason beef costs more is because the animal was approximately 600 days old.

Also, consider this: a chicken hatches from its egg in 21 days, a baby pig is born after 114 days of being in its mother, but a baby calf is in its mother for 270 days. So, from conception to the dinner plate is 870 days. It is no wonder it tastes so good. Quality takes time to mature.

I do not think I have ever read a magazine article about a restaurant that strives to furnish its customers with beef that was bred for flavor. It would be nice if a restaurant or meat market owner would call me with a desire to offer the best of the best. There is an opportunity here to start an entire new franchise business using beef produced with flavor, tenderness, and environmental care. To top it off, our beef is USDA certified organic. Clean from all crop chemicals and pesticides, free of all antibiotics and added hormones. Way better than natural beef. If you are interested in the “Green Movement” and helping clean up our environment from toxic farm chemicals then purchase organic beef.

So read my story and make your own decision.

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## **CORONA CATTLE - THE NEW BREED**

**STEPPING OUTSIDE THE BOX. STEPPING AWAY FROM THE PACK.** Why did I do it? There are several reasons: opportunity, dissatisfaction, convenience, and a goal to make something better. I have 28 years experience with cattle since I own a custom feed yard plus over 25 years feeding calves and fat cattle for my dad and myself.



**OPPORTUNITY:** Fourteen years ago, I rented a bull for my small cow herd that sired a 100% live calf crop. The first thing I realized is that all the calves were born without assistance. I also noticed that every calf got up fast and started nursing on his or her own steam. Two of the first calf heifers kept backing up while their calf was trying to suckle but the calf kept going until the new mother stood still. Well, a 100% calf crop with no assistance is something to consider.

**DISSATISFACTION:** Why am I unsatisfied about the most popular breed – Angus? They kick more than any other breed. I saw my neighbor get double kicked in the stomach from one of his Angus cows. A load of 500 lb. Angus bulls was brought to my feed yard a few years ago. The chute had not been used for a while so there was some grass growing around the front of the head gate. The Angus bulls would eat grass and at the same time kick like lightning when approached from the rear. In the feedlot, black cattle suffer greatly during hot weather. They are also the filthiest cattle I have seen. They lay down in deep mud after a heavy rain while red or white cattle will be on the hill.

**CONVENIENCE:** It is very convenient to have cows that calve by themselves and to have calves that get up and nurse without human help. In the past twelve years, I have not helped even one Corona heifer or cow have her calf. There have been two calves born dead during the night. They both had swollen noses and tongues, indication of a too slow birth. Both those mothers were culled from the herd and sold. The majority of Corona calves have a spotted color design, which makes them easy to identify with their mother and easy to sort for market.

**SOMETHING BETTER:** Taste, flavor, tenderness. I kept one half-blood Corona steer from the first group of calves born for the freezer. We immediately noticed the superior flavor. Now I had

calves born without assistance, calves that did not kick at me every time I walked behind them and exceptional tasting beef.

Other added benefits are easy marbling. The last group that went to Organic Valley as fat cattle graded 100% Choice 1's and 2's. There were no fat globs by their tail heads and no fat briskets. That easy marbling reduces the feedlot time by 30 days. One group of fats, all choice carcasses, went to Noah's Ark Processors in Dawson, MN. About seven or eight years ago, I had a load of heavy corn fed Holsteins going to Green Bay Pack in Wisconsin. There was room on the back of the truck for two more so I loaded on two half-blood Corona steers. They both graded Prime. Their briskets were still moderately pointed.

I have been line breeding the Corona cattle now for the last 10 years, maintaining a closed herd. I may have bulls for sale in the future.

If you take spotted feeder calves to the local sale barn do not expect the highest price. The order buyers do not know what they are looking at. If you feed your calves out or retain ownership or market them direct, you will not be disappointed with Corona calves. Oh yeah, keep one for the freezer!

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## TESTIMONIALS:

My wife did a chuck roast in a roaster without seasoning for a business Christmas party attended by the retired owner of the Bonanza restaurant in Watertown, SD. He could not stop eating it. He told us the roast had “exceptional flavor”.

The chef of the Blue Goose Supper Club in Boulder Junction, WI ordered some Corona beef and told me how he was going to prepare steaks and hamburgers with spices and seasonings. I told him I wouldn't sell him any unless he would cook a steak and a burger with no seasonings then call me and tell me how it tasted. He called and asked "What was the meat marinated in before it was frozen?" No marinades, just very good beef.

Ivan Van Order of Eagle River, WI has received Corona beef from us several times. He says there is nothing that compares.

A customer from a restaurant in Watertown, SD ordered a Corona T-Bone steak dinner. He told the waitress to bring the A-1 steak sauce with the steak. The waitress asked him to try a bite first with no A-1. His reply, "I never eat steak without A-1 steak sauce." So the waitress went back to get some A-1. When she approached his table his reply was "Get that sauce out of here, this is a STEAK!"

About four years ago, Jerry Wulf had a Corona T-Bone steak. After a few bites he looked at me and said, "This is so tender."

Last year we went fishing off the coast of Orange Beach, AL. We gave the boat captain a few steaks of Corona beef. He called later and said, "I used to know which stores had the best beef, and it used to be Safeway, but not anymore. Your beef is the best I have ever tasted."



