



Here at the ranch we have always promoted know where your beef comes from. The United States Imports over 3 billion pounds of beef each year from 21 plus foreign countries it is inspected by the USDA and sold to the American consumer as a product of the United States. We have been manipulated into thinking we have to import beef to match our export requirements, what would be wrong with having a little **Truth in Advertising** and telling the consumer where beef came from?

There is a difference between Free Trade and Fair Trade. Repackaging or trimming foreign beef and selling as a product of USA is not Fair Trade. We are not requesting to stop imported beef but the consumer should know where it came from and they alone can decide to purchase foreign beef or a product of the United States.

Up until Covid 19, buying local and knowing where and what you are eating was more or less just a fad or in some instances buying local made folks feel good. However in reality very few purchased local and always found an excuse to shop at the major outlets for abundant supplies, variety of products and most of all cheap food.

Destiny Ranch is certainly great full to all those who purchase local, eating healthy and knowing where your food comes from and what is in it plays an important part for staying healthy.

Local ranchers have dealt with this cheap issue for many years. Our markets are broken as everyone is witnessing and allot of folks are nervous about having food for the family. This is not a new problem but one that has been developing for 20 plus years and yes no doubt will take 20 years to correct. But one thing is certain the supply chain problem has to be addressed.

However, here at the ranch we are experiencing a new and exciting time in our industry. Destiny Ranch has been selling to the local consumer direct for 6 years and now every rancher in the country is hoping to sell local beef. Unfortunately if they are just starting in the business of selling local getting a date for processing at an inspected or non-inspected plant may be difficult.

Here at Destiny Ranch we welcome the spot light on buying local, but there are a few issues to be aware of when purchasing local beef. There are a great group of local producers willing and able to assist with buying local beef. Most importantly don't be afraid or shy from asking basic important questions, after all purchasing beef is a major household expense.

- 1) Where did the animal come from? (hopefully it was raised on a local ranch, ask how many acres the ranch has, are they full time ranchers or work in town and raise as a hobby)
- 2) What has it been eating? (we are not talking grass fed or grain fed. What the animal eats 90 to 100 days before processing is generally what the meat will taste like)
- 3) How old is the animal and how big is it? (a good animal cared for well with great amounts of forage and nutrients will be between 14 and 20 months of age around 1200 pounds. A true grass fed animal is generally 3 years of age and at processing will have other issues with the types of meat cuts).
- 4) Has the animal had additional hormones added to grow. (beef has hormones naturally but many folks don't want added hormones)
- 5) Has the animal been fed antibiotic feed mixes, or has this animal had antibiotic shots for health issues? (most animals never have a shot if they are fed and treated properly)
- 6) Do you want preservatives in the meat at processing? (important question on where it was processed and how it is packaged, sodium solution is reported harmless but if you take heart medicines this may not be a good thing, Local grocery markets have this same issue)
- 7) Is the processing plant inspected plant or Non inspected plant? (Oklahoma you can purchase on the hoof ½, ¼ or whole beef and processes in a non inspected plant no oversight) if the beef is being sold by the package it must be from a plant with full time inspectors. USDA or Oklahoma Dept of Agriculture.

Destiny Ranch encourages everyone to purchase local when they can and if there is an opportunity. Always remember what we eat has a direct relationship to our health.

Born, Raised, & Processed In Oklahoma

Destiny Ranch Beef is in Norman every Saturday from 9 to 1, located at 1110 W. Main (Berry & Main) And Every Thursday at the Shawnee Mall from 4 to 6 pm located just east of the Red Lobster restaurant.

