

FoodforThought

People • Products • Purpose

September 2021

“The world is made of stories. These stories are part of a bigger story that connects us all.” — *Poet Gary Snyder*

“Food has a culture. It has a history. It has a story. It has relationships.”
— *Winona LaDuke, Native advocate, economist and environmentalist*



Adrian Mota is one of several talented craft butchers at Ranch Foods Direct. He worked as a chef for many years and currently runs a catering business on the side. Over the summer, he dazzled customers and co-workers with mouth-watering Mexican tacos made from surprisingly simple ingredients

Flavors of fall

MAKE YOUR OWN SLOW COOKER BARBACOA

Perfect for back to school!

4 lbs. chuck roast, cut in 3-inch chunks
1 onion, diced
1 finely diced chile
5 garlic cloves, minced
1/4 c. fresh lime juice
2 tbsp apple cider vinegar
1 tbsp ground cumin
1/2 tbsp dried oregano
2 tbsp salt
1 tsp black pepper
1/4 tsp ground cloves
3/4 cup beef broth
3 bay leaves

Add all ingredients to the slow cooker except for the bay leaves. Use tongs to gently toss it all together, then add bay leaves to the top and cover. Cook on low for 8 to 9 hours or high for 4 to 5. When done, shred meat with two forks on a cutting board and return it to the savory broth. Serve over rice or in warm tortillas, garnished with cilantro, lime wedges, and salsa, if desired.

WHERE HE GREW UP: In Mexico along the Pacific Coast near Puerto Vallarta

FAVORITE CUT OF MEAT: Anything with the bone, because that's where the flavor is.

SIGNATURE DISH: Traditional Mexican barbacoa in a big stainless steel pot (see above). The meat is fall-apart tender as it simmers in a richly seasoned red broth, which cooks for hours

as the meat slowly releases its juices. Lean cuts like shoulder, rib or chuck roast work best; his marinade is a simple mix that includes chili powder and apple cider vinegar. The flavorful meat is then wrapped in a corn tortilla and topped with green salsa made from grill-roasted tomatillos with a squeeze of fresh lime.

FAVORITE PEPPER: The serrano, which blends spicy heat with more complex flavors.

It's Pueblo chile season! Get Pueblo chile burgers at Ranch Foods Direct!

Back to School



Several Ranch Foods Direct retail associates spent the summer working at the store before heading back to school this fall with promises to return and help out over the holidays. "At our first location on El Paso, we had to remove the smudges everyday from when the kids would press up against the glass looking into our carcass cooler," recalls RFD owner Mike Callicrate. "Now those kids are all grown up and some of them have even come to work for us. They've been exceptional." Here's more about two of them.

NAME: Savannah Padilla; her brothers Joe and Jacob now work at RFD too!

NAME: Bella Grizales

ON GROWING UP A RANCH FOODS DIRECT KID:

"My parents have been shopping at Ranch Foods Direct for as long as I can remember. They would always say, there's no better meat than what you can buy at this place."

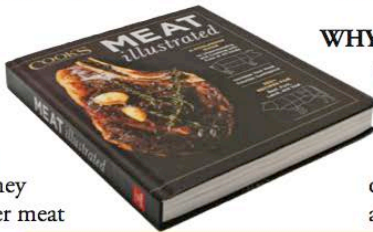
BEST THING ABOUT THE JOB:

Everyone was always so willing to teach. I got so much good advice from Roger, and Mike, and Luis, and I got to try a lot of different cuts of meat."

FAVORITE PRODUCTS:

"The kabobs, and the chuck-eye steak. I've had a lot of great meals my mom made with it that are so yummy! Roger is always telling customers it's the poor man's ribeye."

STUDYING: Integrated physiology, with a minor in nutrition, at CU-Boulder



New sales associates at Ranch Foods Direct are handed a copy of *Meat Illustrated: A Foolproof Guide to Understanding and Cooking with Cuts of All Kinds* for getting up to speed on all things meat-related. This comprehensive guide from the editors at *Cook's Illustrated* magazine provides more than 350 recipes for beef, pork, lamb and veal, and also covers carcass cuts, cooking methods and accompaniments such as glazes, rubs and relishes. Helpful photo tutorials show how to trim, wrap and tie various roasts, or how to construct more elaborate items like braised briskets, Italian-style porchetta and stuffed cabbage rolls. For cautious cooks who gravitate to the same cuts over and over, this is a great resource for gradually expanding culinary horizons and exploring lesser-known offerings like the London broil — another term for a boneless eye-round, which requires long, slow cooking — or the top-blade roast, a popular choice for stir fries.

DID YOU KNOW? Eating three low-carb meals in a 24-hour period can reduce post-meal insulin resistance by more than 30 percent, according to a study published in the medical journal *PLoS One*

WHY WORK AT RFD? "I've always been a very big proponent of eating locally. One of my favorite things to do is hiking, and after a hike I like to go to local coffee shops. Working at Ranch Foods opened my eyes to how truly corporate a lot of the chain places are. My mom exclusively shops for meat here now. She makes big juicy hamburgers with the fresh ground beef, and she usually buys the store out of halibut and salmon; it's hard to find reliably sourced seafood in Colorado!"

BIGGEST TAKEAWAY: "I've learned how to inspect each piece of meat for food safety and quality."

STORE FAVORITES: "The ground beef, cheddar bratwurst, gourmet mushrooms, and hand-made peanut butter cups from Steffi's Confectionaries"

STUDYING: "Criminology at the University of Maryland: I want to do something government or military security related"

Local quenchers

Fellow cycling enthusiasts Wen Dolphin (below left) and Gabe Kane teamed up to start Twisted Spoke Apothecary, which carries a line of locally brewed and fermented beverages, including the cold brewed coffee and Colorado "combucha" now in the RFD beverage case.



Vendor Spotlight

KEEPING IT LOCAL:

The products are made at their unique local beverage and bike customization shop a few miles from the Ranch Foods Direct Fillmore store. "For our cold-brewed coffee, we use one specific bean from one specific farm in Guatemala that is a women-owned cooperative, which means all of the proceeds go back into supporting their local community," Wen explains. "Holdfast Coffee, a coffee bar on North Academy, imports and roasts the beans for us just a few miles from our facility, and we cold brew and bottle it here." As for the "combucha," it's actually made with tea provided by a local tea importer, he adds. "We brew the tea and add a culture and ferment it," he continues. "It's a similar process to brewing beer, but it ends up being less than half a percent alcohol, so there are finite traces in it but not enough to be regulated as such." They like to use Colorado items to create seasonal flavors, such as a recent batch featuring Palisade peaches. Ten percent of sales from both products go to local nonprofits that help with addiction recovery in the local community, something "near-and-dear" to them.

RFD FAVORITES: For Gabe, it's the bacon "and the taco truck in your parking lot" aka El Chapin. "I'm a steak man," Wen says. "I have a very fast metabolism, and sometimes I crave steaks like no other food, usually a New York strip or a rib-eye."



DO TRY THIS AT HOME

"I really love carne asada sandwiches. Carne asada is a typical meat dish throughout the Southwest and Northern Mexico. It's basically just grilled meat. So if you get a sirloin and you marinate it for a few hours in a mixture of olive oil, lime juice, chili powder, black pepper, and garlic, then those spices accentuate the flavor of the meat.

They don't overwhelm it, but they don't hide it, either.... The beautiful thing about the carne asada is that after you marinate the meat, then you throw it on the grill really quickly, and you pile it on a ciabatta roll with some spread made of mayonnaise, a little hot sauce, a little lime juice, and then you grill some thick-cut red onions, some red peppers, a poblano pepper if you like, and you just pile that all on the sandwich, and it's so good, it's so tasty. The meat gets thin-sliced across the grain. It's a mess to eat, but it's so delicious." — Food writer and cookbook author Marilyn Noble in an interview with the Edible Communities podcast, Eat, Think, Drink

BLOODY MARY POPSICKLES

An end-of-summer treat for adults!

- 1 1/2 c. Bloody Mary mix
- 1/3 c. vodka
- 6 thin lime slices
- 6 celery sticks, 3" long
- 6 popsicle sticks
- Margarita salt (optional)

Combine Bloody Mary mix and vodka in a cocktail shaker. Shake well. Pour into popsicle holders. Do not fill up all of the way: leave about 1/2-inch to the top. Place lime slice in the middle of each popsicle. Freeze for 20 minutes or until it begins to set. Place celery and popsicle stick in the middle. Freeze for another 90 minutes or until set. Run under warm water for 1-2 minutes for easy removal.



Dona Lorenna's Next Level Hot Bloody Mary Mix... a new locally made specialty item available through the SoCoMarket with convenient curbside pick-up at Peak to Plains Food Hub!



Order at sufm.localfoodmarketplace.com

FOOD FOR THOUGHT is printed and distributed by:



Natural Meat Market

Two convenient locations in Colorado Springs!

1228 E. Fillmore, 719-623-2980

Fall returns to regular hours: Mon-Fri 8 a.m.-6

Saturdays 8 a.m. -5 p.m.

4635 Town Center Drive, 719-559-0873

Mon-Fri 8 a.m. - 6 p.m. · Sat. 8 a.m. - 5 p.m.

Get store updates on Facebook!



READY FOR LABOR DAY? Ranch Foods Direct has fresh house-made buns to go with your burgers. Pick up some smoked ribs, perfect for a cookout, along with made-from-scratch deviled egg potato salad and take-and-bake (or grill) delicious creamy queso! Make the most of barbecue season while it lasts.

ENJOY THE GARDENS AT RANCH FOODS DIRECT. Grab a few greens, herbs or veggies to take with you!

Shop in-store or online at www.RanchFoodsDirect.com