

# Feedlot/Cornfed



vs.

# Grassfed



# Which would you rather eat?

# In comparison to cornfed beef, grassfed beef is...

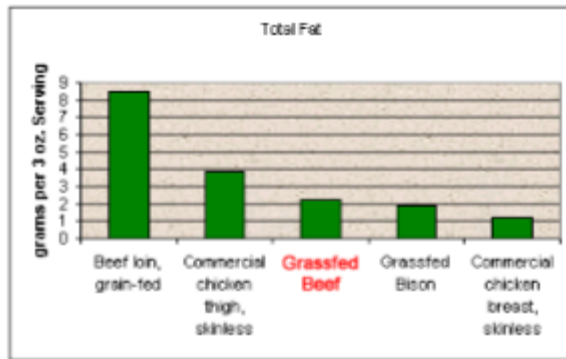
1. Lower in total fat and calories- most grassfed meat is so lean that it has the same amount of fat as wild game or a skinless chicken breast; a 6 oz loin from a grass fed calf has 92 fewer calories than a grain fed calf - for a typical American eating 67 pounds of beef per year, switching to grass fed beef will save you 16,642 calories per equal; you would lose 9 1/2 pounds in two years without having to change your eating habits or use an ounce of willpower
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 -omega-3s originate in green plants; people who are low in omega-3s have a higher risk of cancer, depression, obesity, diabetes, arthritis, allergies, hypertension, asthma and dementia. Women with diets low in omega-3s are twice as likely to die from a heart attack or stroke.
7. A healthier ratio of omega-6 to omega-3 fatty acids (1.65 vs 4.84) - omega-6 fatty acids promote blood clotting; an excess can lead to heart attack and strokes
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

**Ozarks Natural Beef is 100% grassfed  
and certified by the American  
Grassfed Association.**

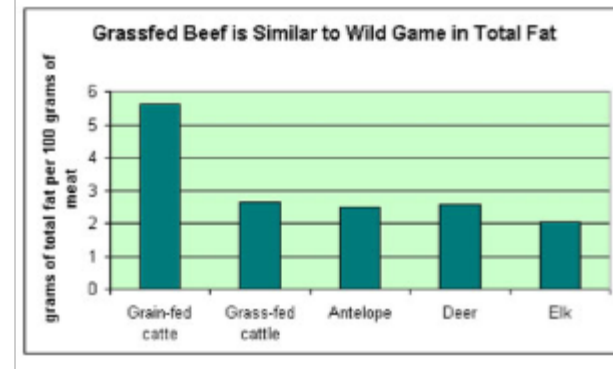


# Concerned about the link between what you eat and your health? Take a look at this.

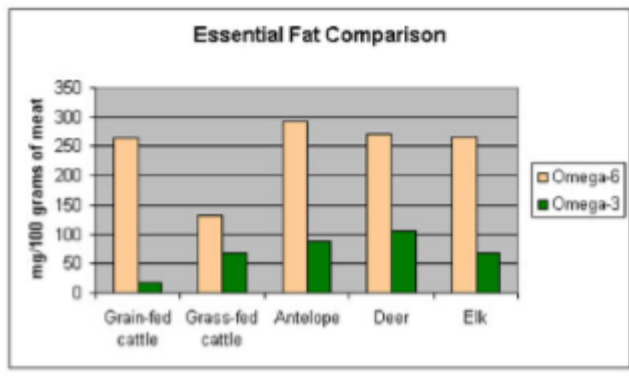
Compared to cornfed beef and commercially raised chicken, grassfed beef is lower in total fat



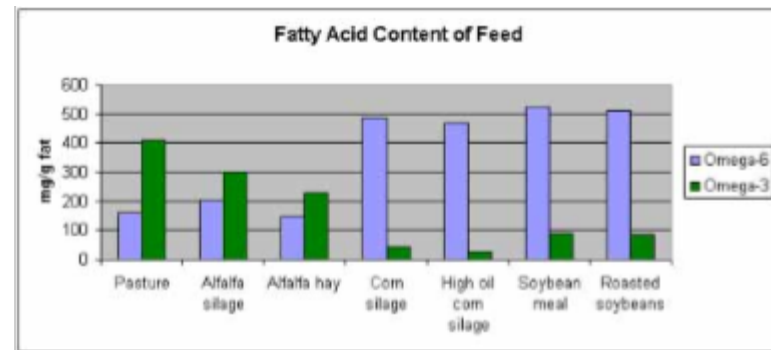
...similar in total fat content to wild game



...and has a similar fatty acid ratio to wild game.



Why? Because the animals are eating the way nature intended!



# Do you know how to select high quality produce?

Sugars and complex acids that make up the flavors you enjoy only develop while vegetables are growing and connected to their roots. Once it's harvested, the challenge is to maintain that sugar content. If a crop is picked too green, you may be able to get it to change color and soften but with a few exceptions the flavor won't improve beyond what it was when it was picked. The shorter duration between harvest and consumption, the better the taste and nutrition.

Additionally, produce that is picked in the early morning and then kept cool will have the highest quality and flavor. Vegetables are living things that have a respiration rate after they're picked - they consume O<sub>2</sub> and given off CO<sub>2</sub> and heat. Vegetables self-cool when attached to their roots. Once harvested it no longer has that ability and starts gaining heat from the environment. The 'keeping quality' depends on the ability to remove field heat and slow down the vegetable's metabolic rate.

The upshot of this is that finding fresh picked and appropriately cooled vegetables at your local grocery store is very difficult since most vegetables and fruits are grown outside of Missouri. The time to pick, clean, sort, ship and display is extensive. On the other hand, produce from Ozarks Natural Foods is typically picked within 48 hours of selling time, cooled down and presented for sale allowing you to enjoy fruits and vegetables at their height of flavor and nutrition.





- **Is your food posing more questions than answers?**
- **Do you feel that the nutritional value of food has decreased?**
- **Have you felt the lack of taste and flavor in your food?**
- **Do people around you suffer from diabetes, high blood pressure or cancer?**

All of these symptoms may be a result of harmful fertilizers and pesticides used in modern farming practices...a healthy life starts with healthy food

Organic food is 100% free of chemical fertilizers and pesticides. Thus the food retains all the natural ingredients, flavor and texture. Some of its key features are: non-genetically modified seed, produce free of artificial additives, lower nitrate levels, non-irradiated, higher levels of nutrients, and an environment-friendly food.



is







# Is it important to you how animals are treated?

We may claim the moral authority to kill animals for food only on the basis that we are offering them a better deal in life than they would get without our help. This means better health, better survival rates, less pain, less stress, more comfort, suitable food and plenty of it. Today the vast majority of our food animals are raised under methods that are systematically abusive. For them discomfort is the norm, pain is routine, growth is abnormal, and diet is unnatural. Disease is widespread and stress is almost constant. More importantly it is the consumer that holds the key to whether the industrialization of meat production continues. If the efficiency of modern agriculture trumps the dark side of how the animals are treated - we are lost. There is no way of getting around the fact that if you buy something you support the system that produces it. Buying meat from producers that practice good animal husbandry, providing abundant natural feed and water, taking care of the animals better than what they could possibly do on their own, and offering them a humane exit from farm animal to food, is a 'vote with your wallet' that condones the latter and thwarts the former. *From "The River Cottage Meat Book" by Hugh Fearnley-Whittingstall.*

**At ONB we practice low stress stockmanship in open pasture and use Temple Grandin designed handling facilities. The way animals live is as important to us as it is to you.**





# What the heck is dry aging and why should I care?

Next time you purchase grocery store beef consider this. Because meat is purchased on a weight basis, the heavier the product the more the grocer can charge. As a result meat purchased at a typical grocer is kept very moist. It is typically hosed down with warm water prior to packaging to ensure that it carries a maximum amount of water and thus weighs more. In contrast, dry aged beef (as we do at ONB) will lose up to 20% of its weight during the dry aging (a.k.a. hanging) process. Paradoxically, this loss of water during the aging state results in more moisture in the meat when it is cooking. Wet, fresh, underhung meat carries too much water which expands as the temperature rises during cooking, stretching out the fibers of the meat and leaching out between them - especially when the meat contracts after cooking and during carving. This means that wet meat actually ends up drier after cooking than dry aged meat and vice versa.

The result of this wet aging in vacuum wrapped plastic is beef that is typically paler in color and appearing more wet and soggy compared to dry aged beef which should be shiny but not sweaty. In a frying pan, store purchased meat will give off a lot of water which makes it difficult to brown the outside. Once bitten into, store purchased meat is typically more dry and the texture is soft. The flavor is typically on the outside and not the inside of the meat. This means that the taste is typically 'short' with a burst of flavor and then blandness. With good meat the flavor should intensify while chewing.





# Which part of the animal does my favorite beef come from?

Round - just above the hind leg. The part closest to the leg is called the heel of the round or round tip. Just above the heel is the bottom round which is generally quite tough. Above that lies the eye of the round which makes an excellent roast. The top round lies just above the eye of round. Top round should be slow roasted in a pan with some water or with moistened vegetables.

Rump - taken from the upper part of the round. The rump tends to be tastier and chewier than the rest of the round. Makes the best steak tartare.

Loin - extends from the round forward to the ribs. The loin is divided (from back to front) into the sirloin, short loin and tenderloin. The tenderloin lies just under the sirloin. The sirloin is the source of the tri-tip roast. A t-bone or Porterhouse (an extra-large t-bone) steak is a cross section of the unfileted loin. On one side is the fillet (tenderloin) and on the other side is the NY strip (a.k.a. KC strip or Delmonico). The fillet is the most tender portion of the carcass with the exception of sexually mature bulls who use that muscle extensively during their lifetime making that cut tougher and more sinewy than in steers or heifers.

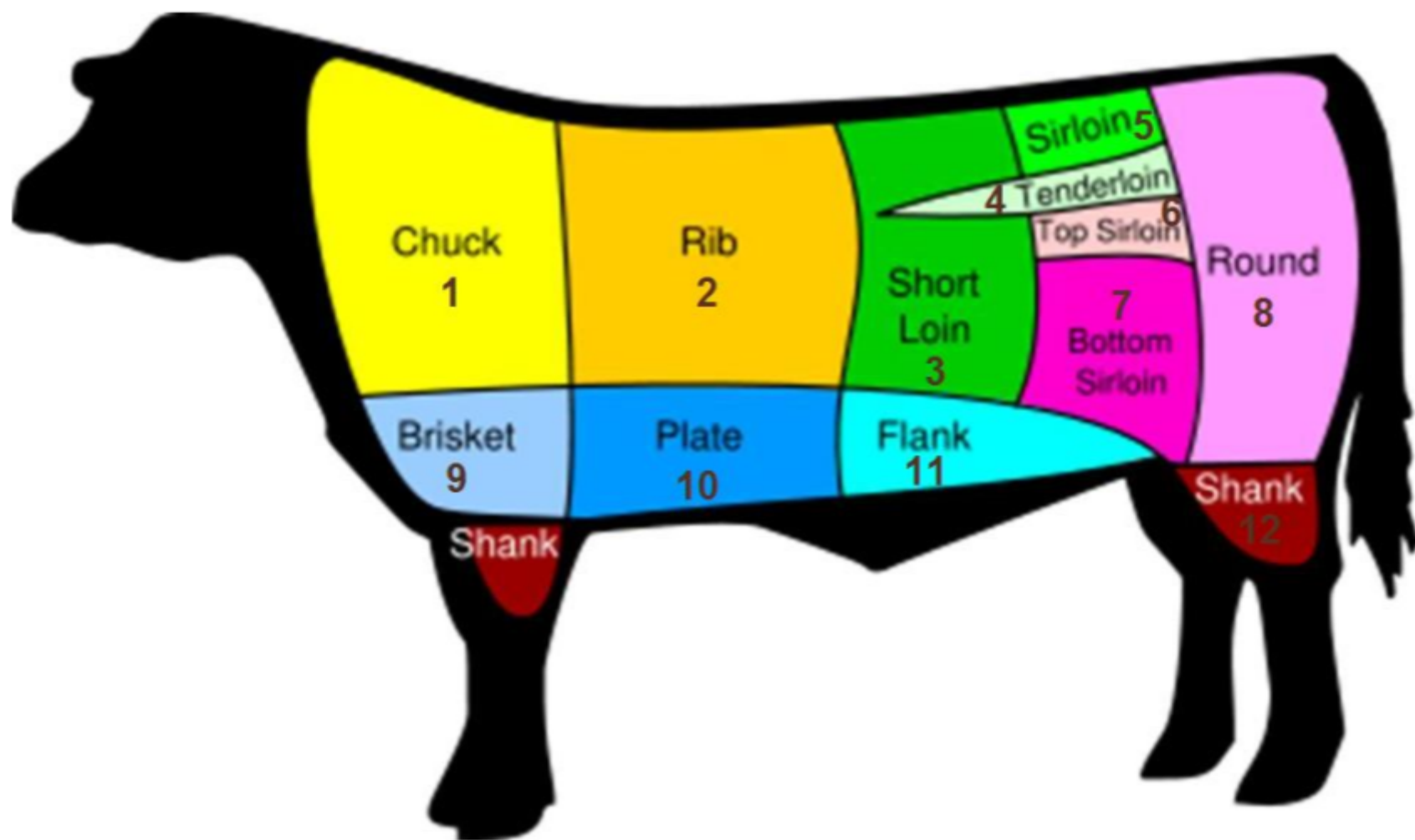
Flank - the area on the beef low on the stomach just before the ribs. A fatty meat. Can be cut up into flank steak or a London broil.

Plate - the fore portion of the lower belly. Can be cut up into short ribs, skirt and hanger steak. Pastrami comes from the plate.

Rib - in the U.S. the standing rib roast is seven ribs and is thought by many to be the ultimate piece of roasting beef. The untrimmed rib gives us rib steaks (i.e. bone in) while the trimmed rib gives us the rib eye steak.

Chuck - the meat between the neck and shoulder blade. Tends to have less meat and tends to be a bit tougher. If not coming as a roast is often used for stew meats.

Brisket/shank - cut further up from the ribcage. Tends to be fatty. Shank is the top joint of the foreleg



# Should buying local be important to you?

- Money spent at farmer's markets stays in our community; buying from local producers keeps local agricultural land in production, ensuring that future generations will still be surrounded by lots of open fields, grazing lands, and wildlife habitat
- Buying locally increases community food security by retaining the experts that know how to produce food
- Local food has a story - knowing where your food comes from means that its source is not anonymous, but accountable
- Local food integrates ecology, community and gastronomy, you are doing well by eating well
- Local food is fresher, has lower shipping costs, and supports the local economy

**ONF is proud to be Well Fed Neighbor certified; local food = local jobs**



# How to select high quality beef

## Questions to ask when buying beef:

1. Is this beef from a beef animal or a dairy-cross animal?
2. How old was the beef when it was butchered?
3. How long was the beef hung or 'dry aged' prior to cutting it up?
4. Was the beef grass fed or grain fed?

High quality beef is most likely to come from animals with exclusive beef genetics (no dairy breed genetics) that are more than 15 months but less than 36 months in age. High quality beef should have a deep red color, almost purplish, not pink or bright crimson. It should look dry but shiny rather than wet or sweating, and tacky to the touch. Beef that is not frozen should be able to have a dent placed in it with pressure from the thumb, remain for some time and then bounce back. Some marbling should be present as this will add to the tenderness of the meat and will affect the flavor to some extent. There should also be a rind of fat on the outside.

High quality beef will have been dry aged or hung in a cooler for a minimum of 2 weeks. This is critical. Dry aging radically alters both the taste and texture of the meat. Dry aged beef will be more tender and juicy, with more flavor than beef that has been inadequately hung or inappropriately aged. Beef from the grocery store is often vacuum sealed and is 'wet aged'. This type of beef paradoxically will be drier when it is cooked and have less flavor.





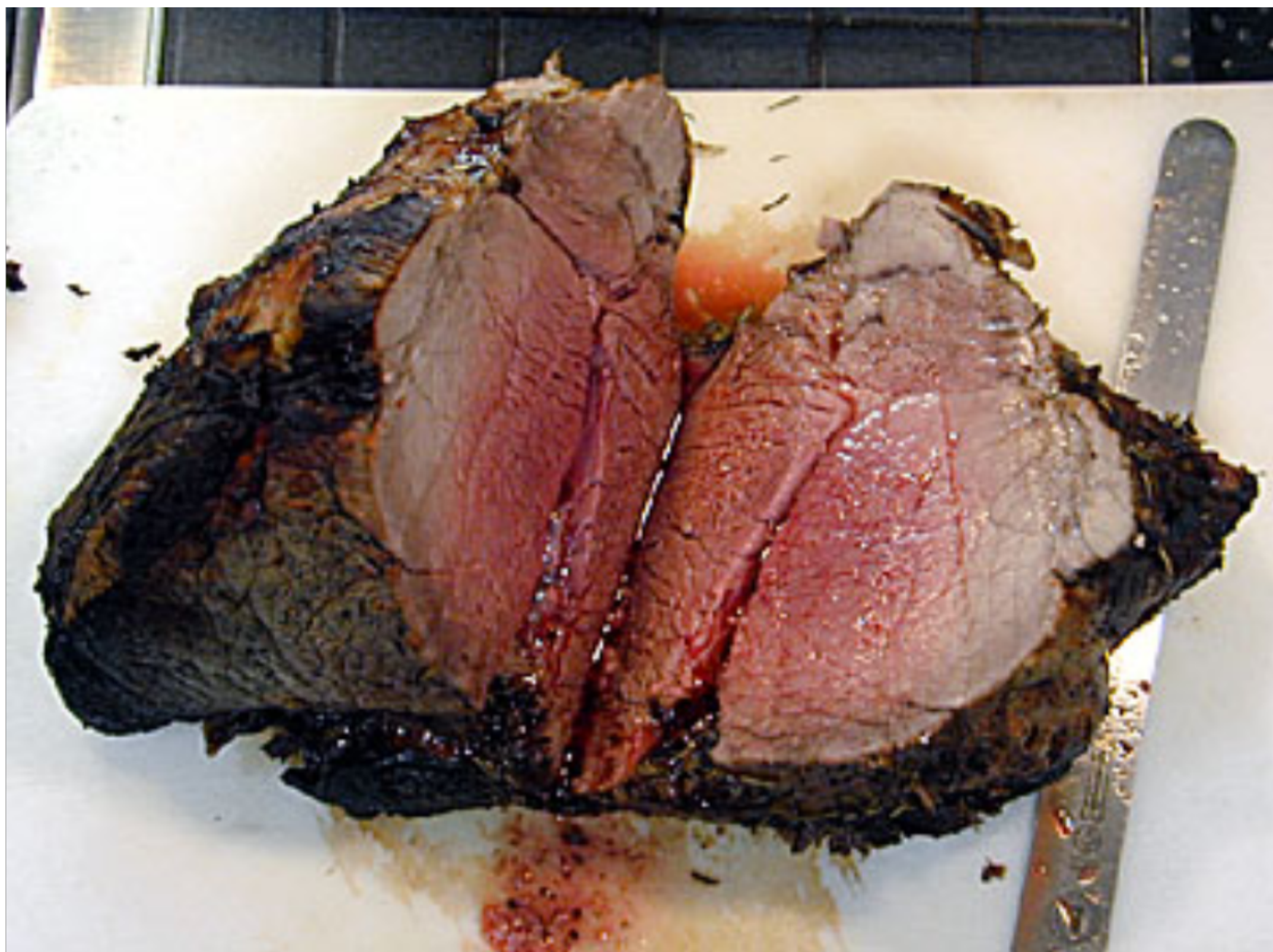


# How do I prepare great beef?

## Cooking Meat 101

There are three basic tenets that are integral to meat cookers regardless of the method. These include:

1. **Brown is good** - meat with a browned exterior tastes better due to something called the Maillard reactions, named after the French chemist who first described these reactions over 100 years ago. When the natural proteins and sugars in meat are subjected to intense heat, they begin to combine and form new compounds. Those new compounds break down and form even more new flavorful compounds. This creates complex flavors that make cooked meat much, much preferable to raw meat.
2. **Knowing when the meat is done** - this can be done by either feel or by measuring the temperature with a thermometer. Using a thermometer takes out some of the subjectivity and may be more reliable for the less experienced. For those who test meat by feel, a 'rule of thumb' (pun intended) is to compare the firmness of the beef to the meaty portion of your thumb in different positions. With the thumb and index finger touching at their tips, the meaty portion of the thumb will give the feel of a rare piece of beef. With the thumb and the middle finger touching the feel will be that of a medium piece of beef, thumb and ring finger medium well, and thumb and little finger well done.
3. **Let the meat rest after cooking** - by not rushing the beef directly to the plate, you will enjoy beef that is on average 40% more juicy than the same beef placed directly on the plate and served. Here's why. As proteins in the meat heat up during cookery, they will uncoil and then reconnect in different configurations in a process called coagulation. During that uncoiling and reconnecting process, the water trapped in between those protein molecules is squeezed out and is driven toward the center of the meat. During the rest period, some water will be reabsorbed by the coagulated protein molecules throughout the meat. Thus steak that is rested is juicier, more tender and has a less gray appearance than steaks that are placed directly on the plate from the heat source (grill, stove, oven, etc.).



# Roasting Great Beef

**Roasting is the ultimate test of beef quality.** The best roast you ever taste will be the best piece of meat you ever buy and the best meat you ever taste will probably have been roasted. Choose beef that has been adequately hung (at least 14 days). Some of the best types of meat for roasting include the prime rib roast (the meat of the Gods in our opinion), sirloin tip or Pike's Peak. Place the roast into a pan preferably with a roasting rack. By raising the meat on a rack above the fat and juices that will drip down during roasting you will prevent the bottom portion of the roast from becoming more gelatinous and greasy. Divide the process into three parts: the half-hour sizzle at 400-450 degrees, the cooking at 325 to 350 degrees, and the rest.

1. **The half-hour sizzle is a means of creating a crisp, caramelized coating with an abundance of "browning flavors".** A half-hour at 400-450 degrees for a lightly salted piece of roast is enough to create a flavorful exterior. While salt will draw out some of the moisture in the roast it will also add significantly to its flavor (use a light coating of olive oil on the roast to make the salt stick to the meat). Although it has become cooking legend that searing the outside of a piece of meat is a way to lock in its juices, it is actually not true since the seared crust is quite permeable to moisture and thus the 'half-hour sizzle' could actually come at any point in the roasting. As a matter of convention however, most people will place the searing of the meat at the beginning of roasting since warmed meat will give up more moisture than meat that is initially cool and then heated very quickly. It is also an oversimplification to state that a half-hour sizzle is a required amount of time when in fact larger roasts may take longer to create the seared, crusty exterior while smaller roasts may take less time. Be sure to preheat the oven prior to the half-hour sizzle before placing the roast into the oven.

2. **The second part is the cooking phase and is done at 325 to 350 degrees.** The period of time involved in this phase is much more variable than the first and is dependent on the size and weight of the roast. The best way to determine the amount of time to keep the roast in the oven is by using a meat thermometer. Place the thermometer into the thickest part of the roast and leave it in 20 seconds before taking a reading. For beef the following parameters apply: very rare-115, degrees, rare-125 degrees, medium-140 degrees, well done-160 degrees.

3. **The final part of roasting is the rest period.** This is a very important part of the roasting process because the beef will lose water content as it heats up. Losing more water can decrease the juiciness and tenderness of the roast and can ruin even the best piece of beef. By letting the roast rest so that the outside and center of the roast are closer in temperature, water will effectively settle back into the meat.





# Grilling/Barbecuing Great Beef

There are two things to avoid with grilling or barbecuing that can ruin a great piece of beef. One is to let the direct action of the flame reach the surface of the meat. Instead of browning and caramelizing the outside of the meat, the flames deposit soot or black carbon on the beef and can leave an unpleasant taste. The second thing to avoid is excessive smoke rising from the flame due to burning fat. Fat smoke has an acrid smell that will spoil rather than complement the flavor of the meat.

As such, follow these three golden rules of barbecuing:

1. **Cook over embers - not flames.** Resist the temptation to begin grilling while the fire is still producing flames. Wait until the wood or charcoal is glowing but shooting up flames prior to beginning the grilling. Typically this will mean that when you place your hand about 5 inches above the grill surface, you will only be able to keep it there for 3-4 seconds before needing to pull it away. Getting and keeping the proper temperature can get a bit tricky as most charcoal has a 45 minutes to 1 hour period when it can be properly used for grilling. Once you have glowing coals or embers - get to it!
2. **Remove as much fat as possible.** While some fat is necessary to grill the perfect steak or burger, excessive fat will worsen the flavor. Using lean ground beef and cutting back the fat to 1/8" on steaks is a good way to avoid the acrid smell and off flavors of burned fat. Additionally, wipe off any excess fat or oil that accumulates on the meat prior to grilling. A light film of olive oil or other light oil will help prevent the meat from sticking to the grill but excessive amounts will dampen the eating experience.
3. **Be generous with the fuel source.** Do not put yourself in a position where you have to refuel during the grilling process as this will create more flames and violate golden rule #1. For grilling steaks, use tongs to pick the meat up at sharp objects used to pick up the beef will allow more of the moisture to escape and make the steak less tender and juicy. It may also be helpful to create two different cooking surfaces on your grill with different temperatures (either by piling the charcoal on one side of the grill or adjusting the gas burners). This will allow you more flexibility in grilling beef to different levels of doneness. For example, a rare to medium rare steak could be taken off the grill entirely after searing while a piece of beef that needed to be well done could be moved over to the cooler side of the grill after searing to allow more heat to penetrate its center.





# Other Beef Cooking Tips

## **Tips for grilling burgers**

Burgers should be made as close to grilling time as possible. A thick ball will result in a burger that is more pink in the middle. A thick rounded burger like this will have various textures with the ends being more crisp and caramelized with the center being more juicy and tender. An alternative to this and a way to get a more uniform doneness to the burger is to thin out the center of the burger and make the ends thicker (an inverted discus of sorts). Brushing on a light coat of olive oil will prevent the burgers from sticking to the grill as will leaving the burger on one side for a longer period of time. Place the burger on the grill while it is very hot to sear the outside and create the great caramelized flavors that make barbecuing and grilling beef such a great eating experience. Don't forget to lightly salt and pepper the burger just prior to flipping it onto its opposite side.

## **Pan-Searing**

The key to browning steaks in a pan is to preheat the pan so that it is hot enough to sear the beef before being overcooked. A cast iron skillet will do a great job of heating evenly and searing steaks although if you are making beef sauces in the same skillet be warned as the iron will often react with acidic foods (citrus, etc.) giving the sauce a metallic flavor.

When pan searing several steaks leave at least 1/4 inch of space between steaks so that they may sear and not steam. Do not move the steaks around in the pan as this will interrupt the browning process and the beef will lack adequate caramelization.

# How do I handle frozen beef?

There are two good ways (and one bad) to thaw frozen beef in preparation for cooking:

1. **The fast way:** place the beef, wrapper on, in a bowl of cold tap water. Change the water every 30 minutes. This will take about 1 hour for a 1 inch thick steak.
2. **The slow way:** place the beef, wrapper on, on a plate or baking sheet. Refrigerate the beef. This will take 8- 12 hours for a 1 inch thick steak and 16-24 hours for a 2 inch thick steak.
3. **The bad way:** microwaving – nice in theory, lousy in practice. May work for thin slices of beef but tends to cook the edges of thicker pieces





# **100% Satisfaction Guarantee**

If you are not completely satisfied with your ONF purchase, just come back and get your choice of a full refund or replacement products. No questions, no hassles.



# **Our Customer Policy**

Rule #1: The customer is always right.

Rule #2: If the customer is ever wrong,  
refer to rule #1.







# What do experts say are the top 5 things can you do to improve your health?

1. **Drink more water.** Your body is mostly water so what do you think your cells are mostly composed of? Water! If you give your body what it needs, imagine how your body will feel! This change alone can play a huge role in your health and well-being. Drinking water instead of soda or fruit drinks may increase your energy level, increase your feelings of being full which can decrease your calorie intake, decrease headaches, increase ability to sleep, and decrease sugar cravings.
2. **Eat more fruits and vegetables.** There are so many different fruits and vegetables to choose from that there is no way possible that you could get bored with all the different tastes and combinations you can make with what is available. **Check out your local farmers market for produce that is locally grown meaning they have traveled less food miles. Recent studies have shown that as produce travels longer distances, it loses its nutrient value. So get the best nutrition for your buck and buy from farmers markets.** Eating more fruits and vegetables can help with weight loss, increase energy, and feeling full faster and longer than with processed foods.
3. **Increase your physical activity.** This does not mean you have to join a gym and start an intense workout! Little changes throughout the day can benefit your health in dramatic ways. Activities such as going for a walk, playing outside with your kids, dancing, taking the stairs instead of the elevator can all count for physical activity. Even housework counts! Getting physical activity can increase your energy level, increase your desire for healthier eating, and increase your ability to sleep at night. So get moving!
4. **Find enjoyment in your work.** Is your career lined up with your passions, goals, and values? If not, it might be a great time to find something you enjoy doing. There are so many ways to work in this day that you can find a way to earn money doing what you love! Wouldn't it be great to love what you are doing and get up in the morning excited about your work? By finding enjoyment in your work you can decrease your stress, decrease you blood pressure, increase your overall energy level, and love life! What is your passion!
5. **Take time to unwind and relax!** We all have stressors in our lives that can affect the body with many physical problems. So stress management is vital! By dealing with stress appropriately you can decrease blood pressure, re-energize, increase ability to sleep, and help you deal with what life brings to you! So, take a bath, a walk, do yoga or meditation, laugh!





# Why Buy Organic?



1. There are many reasons to buy organic foods. The USDA Organic label tells you that fruits and vegetables were not raised using manmade chemical pesticides, fossil fuel or sewage-based fertilizers or genetically modified seeds. On meat, the label indicates that the feeds provided met those same standards, and that the animals weren't administered hormones and antibiotics. Bottom line: "Organic" is more sustainable and healthier -- for the environment and farm workers, certainly, and often for you and your family.
1. How is organic healthier? It's healthier because some studies suggest that organic produce has more nutrients than its conventional counterparts, probably because the soil is left in better condition after repeated plantings; and healthier because you avoid ingesting any harmful pesticide residues left on conventional produce.



# Top Foods To Eat Organically



1. Celery: Celery has no protective skin, which makes it almost impossible to wash off the chemicals that are used on conventional crops. A perennial entrant on the Dirty Dozen list, 64 pesticides detected in residue on this veggie make celery rank No. 1 in the 2010 analysis, up from No. 4 in 2009.
2. Peaches: Multiple pesticides are regularly applied to these delicately skinned fruits in conventional orchards. Can't find organic? Safer alternatives include watermelon, tangerines, oranges and grapefruit.. Peaches, No. 1 on the Dirty Dozen list in 2009, rank No. 2 in 2010; 62 pesticides have been detected in residue on peaches.
3. Strawberries: If you buy strawberries out of season, they're most likely imported from countries that use less-stringent regulations for pesticide use. Up from No. 6 in 2009, strawberries rank No. 3 on the 2010 Dirty Dozen list. Why? 59 pesticides have been detected in residue on strawberries.
4. Apples: Like peaches, apples are typically grown with the use of poisons to kill a variety of pests, from fungi to insects. Scrubbing and peeling doesn't eliminate chemical residue completely, so it's best to buy organic when it comes to apples. Peeling a fruit or vegetable also strips away many of their beneficial nutrients. Down from No. 2 in 2009, apples still rank among the dirtiest fruits and vegetables, with 42 different pesticides having been detected as residue.
5. Blueberries: New on the Dirty Dozen list in 2010, blueberries are treated with as many as 52 pesticides making them one of the dirtiest berries on the market.
6. Nectarines: With 33 different types of pesticides found on nectarines, they rank up there with apples and peaches among the dirtiest tree fruit.
7. Peppers: Peppers have thin skins that don't offer much of a barrier to pesticides. They're often heavily sprayed with insecticides. Tests have found 49 different pesticides on sweet bell peppers.
8. Spinach: New on the list for 2010, spinach can be laced with as many as 48 different pesticides, making it one of the most contaminated green leafy vegetable.



# Top Foods to Eat Organically



1. Kale: Traditionally kale is known as a hardier vegetable that rarely suffers from pests and disease, but it was found to have high amounts of pesticide residue when tested this year.
2. Cherries: Even locally grown cherries are not necessarily safe. In fact, in one survey in recent years, cherries grown in the U.S. were found to have three times more pesticide residue than imported cherries. Government testing has found 42 different pesticides on cherries.
3. Potatoes: America's popular spud re-appears on the 2010 dirty dozen list, after a year hiatus. America's favorite vegetable can be laced with as many as 37 different pesticides.
4. Grapes: Imported grapes run a much greater risk of contamination than those grown domestically (only imported grapes make the 2010 Dirty Dozen list). Vineyards can be sprayed with different pesticides during different growth periods of the grape, and no amount of washing or peeling will eliminate contamination because of the grape's thin skin. Remember, wine is made from grapes, which testing shows can harbor as many as 34 different pesticides.
5. Leafy greens: Leafy greens are frequently contaminated with what are considered the most potent pesticides used on food 51 of them, though they dropped off the 2010 list.
6. Carrots: Off the list in 2010, carrots have made the Dirty Dozen list in previous years because of the 26 different pesticides that have been detected in food residue.
7. Pears: As insects become more resilient to the pesticides used on pears, more and more chemicals are used 28 of them, though pears have dropped off the 2010 Dirty Dozen list. The safest bet is to go organic.
8. Tomatoes: The thin skin of tomatoes can allow pesticides to enter the fruit, so it's always a good idea to buy organic when possible, even if the popular food is no longer among the worst actors.

# Foods That Don't Need to be Organic

1. Onions: Onions don't see as many pest threats, which means less pesticide spraying. Look for onions that are firm, have a distinctive "oniony" smell that's not overpowering, and show no visible signs of damage or soft spots. Store in a cool, dry place or in the refrigerator.
2. Sweet corn: Sweet corn may take a lot of fertilizer to grow, but you're unlikely to end up with any pesticides on the kernels. There is nothing like fresh corn on the cob from a local farmers' market in late summer. Buy it fresh and local, and boil it that day for the best results.
3. Asparagus: Asparagus face fewer threats from pests such as insects or disease, so fewer pesticides need to be used. Look for firm spears with bright green or purplish compact tips. Plan on a 1/2 pound per person, and for more uniform cooking, select spears of a similar thickness. Store in the refrigerator vegetable crisper and give them a good rinse before using (even if you're going to boil them).
4. Peas: Sweet peas are among the least likely vegetables to have pesticide residue, according to the Environmental Working Group's latest survey of government data. If you're not growing sweet peas in your garden, then look for full, green pea pods at your local farmers' market.
5. Cabbage: Cabbage doesn't hold on to so many pesticides because a ton of spraying isn't required to grow it. What it does hold onto is beta carotene: It's a superfood! Look for cabbage heads whose leaves are tight and be sure the head is heavy for its type, and firm. For most cabbage varieties, you'll want to make sure the outer leaves are shiny and crisp. Savoy is the exception to this rule, as it forms a looser head and the leaves grow crinkly naturally. You'll want to avoid any with leaves that show signs of yellowing. Bok choy should have deep green leaves with their stems a crisp-looking white. Discard the outer leaves of a cabbage before using. You can wash and spin most cabbage leaves just like you do salad greens. Store in the refrigerator crisper.

# Foods That Don't Need to be Organic

1. Eggplant: Maybe it's the thick skin, but eggplants are among the least likely to be contaminated by pesticides, according to the Environmental Working Group. Look for firm and glossy eggplants to know they're ripe and undamaged. Because they grow to various sizes, choose one proportionate to the dish you're preparing.
2. Watermelon: With that rind, watermelon has a natural defense against the onslaught of any chemical. Look for a firm whole melon without any soft spots.
3. Broccoli: Conventional broccoli doesn't retain so many pesticides because the crop faces fewer pest threats, which means less spraying. Look for tightly bunched flower buds on the broccoli stalks that are immature. In other words, try not to buy them if their little yellow flowers have opened. Color-wise, the broccoli should be deep green and the stalks should be firm and not rubbery. Before use, wash in a cool water bath and change the water a couple of times in the process. Store in the refrigerator crisper. Look for broccoli at the fall farmers' market, and if you're pinched for cash, don't fret about choosing a non-organic variety; broccoli generally doesn't end up with pesticide residue.
4. Tomatoes: According to the 2010 Environmental Working Group, commercially grown tomatoes have less pesticide residues than in the past. If you aren't growing your own, look for fresh in-season tomatoes at local farmers' markets. Look for glossy, firm skin -- and don't hesitate to try a delicious heirloom variety that might not look like a typical tomato!
5. Sweet Potatoes: Not only are sweet potatoes unlikely to be contaminated with pesticides, they're also a superfood, packed with Vitamin A and beta carotene. It's hard to go wrong choosing a hardy sweet potato. Just make sure it isn't beaten up or rotting, and choose a size that matches the meal you're preparing.



# Good Nutrition and Good Health

Poor diet can contribute to the following:

- Hypertension, cancer, obesity, diabetes, anemia, osteoporosis, attention deficit hyperactivity disorder (ADHD), respiratory problems, memory disorders, dermatologic conditions, cancer, depression, neurologic deficits, miscarriages, and birth defects.
- **Can you really afford not to eat healthy?**

# The Five Most Dangerous Food Health and Safety Issues Facing Southwest Missouri

## 1. Indiscriminant use of pesticides

Pesticide exposure is associated with respiratory problems, memory disorders, dermatologic conditions, cancer, depression, neurologic deficits, miscarriages, and birth defects. Imported fruits and vegetables from South America (a common source for tomatoes, cucumbers, potatoes and pineapples among others) are more likely to contain high levels of pesticides - even pesticides banned from use in the United States. Organically grown foods have 1/3 as many pesticide residues as conventionally grown foods. A 2006 study measured levels of organophosphates (a common group of insecticides) in 23 school children before and after replacing their diet with organic foods. Organophosphate exposure dropped dramatically and immediately when the children switched to an organic diet.

## 2. Origin and traceability of foods

When you select foods at the grocery store or sit down to a meal at your favorite restaurant, do you have any idea where the food came from, who grew it or how it was grown? In almost all cases the answer is most likely 'no'. Perhaps that lack of knowledge doesn't prevent you from enjoying that food, but what if suddenly you needed to know? What if there was a recall of that food or you became sick from eating it? From salmonella contamination of fruits, vegetables, greens and peanut butter to meats tainted with E. Coli, it takes a well informed person to keep up with all the food recalls. Moreover, if you or your family member did become sick at some point wouldn't you want to know who or which company was responsible? Wouldn't you like to know where that food came from and who grew it? Once again in most cases, tracing that food to its country or origin, let alone the farm where it was grown, would be very difficult.

With locally grown foods, origin and traceability are part of the built in value. Not only do you know where it was grown but in most cases you can meet and talk to the farmers who grew it. You can talk to them about their farming methods - use of pesticides, fertilizers, and sources of their seed. In the case of organic farmers you can discuss with them how they reutilize the natural resources of their farms to sustainably grow the food you enjoy. You can also feel good knowing that you are supporting the local job market by purchasing food grown right here in southwest Missouri.

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## 3. Nutritional value of foods

The industrialization of agriculture has given the U.S. a solution to one problem but created several more. Perhaps one of the most concerning is the loss of nutritional value in our foods. Most industrial farms focus on the so-called macronutrients in the soil - nitrogen (N), phosphorous (P) and potassium (K) - or NPK. Organic growing methods result in higher levels of vitamins and anti-oxidants, polyunsaturated fatty acids such as omega-3 and conjugated linoleic acid (CLA), lower levels of nutritionally undesirable compounds such as heavy metals, mycotoxins and pesticide residues.

## 4. Salmonella and other processing concerns

Whether it is salmonella in tomatoes, pepper, greens, alfalfa sprouts or peanut butter, health warnings and recalls at numerous producers are cause for concern.

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## 5. Genetically Modified Organisms (GMO)

A genetically modified organism (GMO) or genetically engineered organism (GEO) is an organism whose genetic material has been altered using genetic engineering techniques. These techniques, generally known as recombinant DNA technology, use DNA molecules from different sources, which are combined into one molecule to create a new set of genes. This DNA is then transferred into an organism, giving it modified or novel genes. The use of genetically modified organisms has sparked significant controversy in many areas. Some groups or individuals see the generation and use of GMO as intolerable meddling with biological states or processes that have naturally evolved over long periods of time, while others are concerned about the limitations of modern science to fully comprehend all of the potential negative ramifications of genetic manipulation. The safety of GMOs in the foodchain has been questioned by some environmental groups, with concerns such as the possibilities that GMOs could introduce new allergens into foods, or contribute to the spread of antibiotic resistance.

# Did you know?

- Today in Springfield, Missouri there is a three day supply of food in our grocery stores and warehouses. This means that if the trucks, trains, planes and ships that supply food to us should be unable to deliver for whatever reason, we have a three day supply on hand and the same amount of time to find a solution.
- Supporting local producers and buying locally grown food is a great way to start creating that solution!



# Did you know?

- Southwest Missouri was once the tomato capital of the world. Tens of thousands of Ozarkers picked and canned millions of cases of tomatoes for export to the rest of the U.S. from late in the 19th century until just after World War II. Today there are no tomato processing plants in southwest Missouri.
- Today Florida, California and China are the largest sources of tomatoes in the U.S.