

The Free Range Butcher

ISSUE 2 — JANUARY 2009

www.freerangebutcher.com.au

Happy New Year!

QUOTABLE QUOTE

You don't have to cook fancy or complicated masterpieces - just good food from fresh ingredients.

Julia Child

Welcome to 2009 everyone—we hope you had a lovely Christmas and 2009 is off to a good start for you.

For us, we spent two relaxing weeks at the farm with our families. Not surprisingly we ate and drank more than we probably should have, but a good time was had by all. We had some of the younger members of our extended family join us as well, and they thoroughly enjoyed getting their hands dirty around the farm.



Christmas dinner with our family

2008 was the first year of operation for The Free Range Butcher and we're already looking forward to a bigger and better year in 2009. We plan to extend our delivery areas, increase the number of farmers

markets we attend, and most importantly, introduce new products and complementary food stuffs.

Prior to establishing The Free Range Butcher I ran my own business for a number of years, and before that worked in hospitality for many years. Of course growing up on the farm, my interest has always been in the land and agriculture. The Free Range Butcher is the realisation of a dream for me. It combines all my passions; the land, good food, and excellent customer service. If at any time you require a particular product from The Free Range Butcher please don't hesitate to call or email us and we'll be only too happy to oblige.

And don't forget that you can order any of our products online and choose to have them delivered to your home (selected areas) or pick up from any of the farmers markets we attend.

Happy eating,

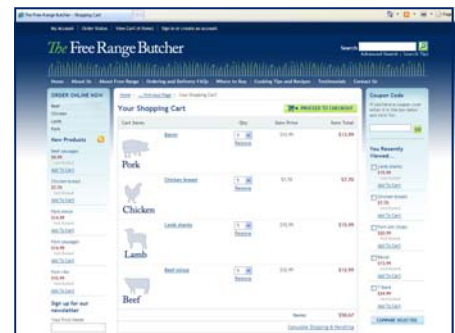


Ben Clinch
Farmer/Director

Order online and you could win a \$50 store credit

During the month of January all customers who place an order via our website will go into the draw to win a \$50 credit voucher to use at our store. Each order you place entitles you to an entry in the draw. All you need to do is place an order before 31st January 2009 and you're automatically in the draw.

If you have any questions about how to place your order online, please email us at info@freerangebutcher.com.au or phone us on 0414 734 294. Best of luck!



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About Cryovac packaging

Cryovac is the brand name of a type of superior packaging technology that allows fresh goods to be kept fresher for longer. This means that you can keep products in the fridge for a longer period of time and typically don't need to freeze any of your meat (which we believe affects the taste and tenderness). As an example, red meat will keep in Cryovac packaging for up to four weeks if kept in a temperature controlled fridge. At The Free Range Butcher we choose to package all of our products in Cryovac for your convenience.

There are some effects of using Cryovac packaging, but we believe these are far outweighed by the advantages. Specifically, the meat will change to a darker red colour while in the packaging due to the lack of exposure to oxygen. The meat will also sweat while in the packaging and this can result in an unpleasant smell when you first open the packaging (this is not an indication of the freshness of the meat). To overcome both of these effects, all you need to do is when you're ready to eat your meat, simply remove it from the packaging and leave it out for 10—15 minutes. When out of the packaging and exposed to oxygen again the meat will return to the usual red colour. Once you've removed the meat, simply rinse out the bag and throw it in the bin and the smell will disappear too.

Don't forget to get your lamb for Australia Day!

The Australia Day public holiday on 26th January is always a great one for gathering a group of friends for a BBQ and a game of backyard cricket—and eating lamb of course! Here's a quick BBQ lamb recipe:

Minted lamb cutlets

Serves 4

- 12 lamb cutlets
- 1 tablespoon dried mint
- 1/2 cup olive oil
- 1/2 cup lemon juice
- 1 teaspoon sea salt
- 1/2 teaspoon black pepper



Combine all marinade ingredients in a shallow dish, add lamb and coat with marinade. Cover with plastic wrap and refrigerate for 2 hours. Remove from the fridge half an hour before cooking. Cook the cutlets on a preheated chargrill for a few minutes each side or until cooked to your liking. Once cooked, remove and cover with foil for a few minutes before serving.

TIP To give this dish some kick, try adding a big pinch of dried chilli flakes to the marinade.

Recipe of the month

Korean barbeque steaks

We especially love this recipe because it uses just a few ingredients—most of which you'll already have in the cupboard—and the flavours are fantastic!

Serves 4

1. Place steaks in large shallow dish.
2. Combine garlic, soy sauce, sesame oil, castor sugar and olive oil and pour over the steaks.
3. Cover with plastic wrap and refrigerate for 2 to 12 hours.
4. Remove the meat from the fridge half an hour before cooking.
5. Cook the steaks on preheated chargrill over high heat for just a minute or two each side.

Ingredients

- 8 BBQ steaks
- 2 gloves of garlic, crushed
- 1/4 cup soy sauce
- 1 tablespoon sesame oil
- 1 tablespoon castor sugar
- 1 tablespoon extra virgin olive oil

TIP Serve with crusty bread so you can soak up the delicious juices.