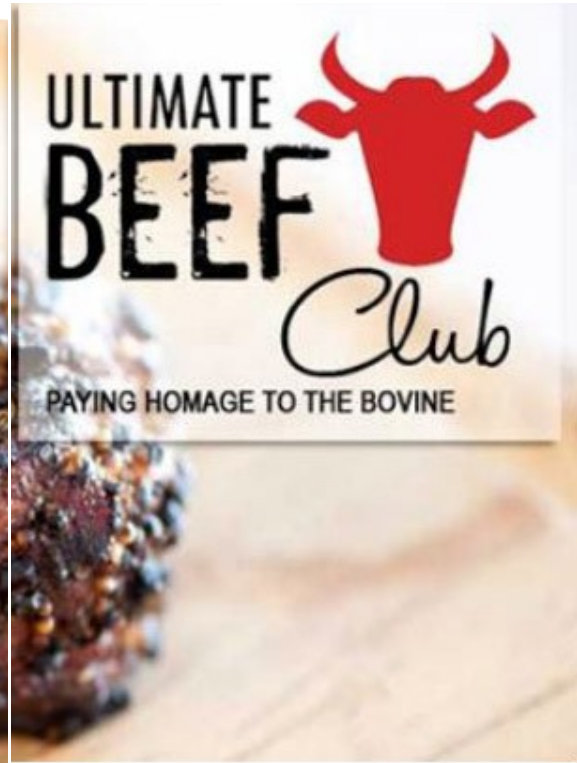




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August 2014



Dear Locals, Friends and Family,

Finally! Our first of many Newsletters has arrived!
We hope that you enjoy all the wonderful beef related news and we welcome any feedback or comments you may have.

Yours in Beef,
Steve

View this Month's Special Offers [Click here to learn more and place an order](#)



Himalayan Salt Block



Ultimate Beef Retail



Black Oystercatcher Triton



Pet Mince

Join The Ultimate Beef Club to qualify for discounts on Beef and other products!

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The Local Grill Wins The Wolftrap Steakhouse Championships for the second year running!



THE WOLFTRAP
STEAKHOUSE CHAMPION



The Wolftrap Steakhouse Championships 2014 saw over 100 steakhouses competing to win the crown and be South Africa's Steakhouse Champion for 2014. The public duked it out by voting on steakhunter.co.za and their favourites went through to the Judges' Round – and ultimately it was **The Local Grill** in Parktown that claimed top honours for the second year running.

This is how it worked: during the Open Round, South Africa voted for its favourite steakhouse; and then the Top 20 went through to the following round where the public selected their Top 5. These five were visited, unannounced, by the expert judges Pete Goffe-Wood, Reuben Riffel and Arnold Tanzer and were assessed according to a strict score sheet.

This makes The Wolftrap Steakhouse Championships a blend of public involvement and expert arbitration – and the ultimate winner is therefore

Ultimate Beef Club
Breed of the Month



Braunvieh X Brahman X Charolais
Ideal crosses for the feedlot
by Chris Jooste

Article taken from www.braunviehsa.co.za
More than a decade ago this farmer stopped stud breeding and started with a cross breeding program which concentrated on feedlot production and that was when he started breeding the ideal cross – hardy animals with superior meat and milk characteristics.

In a cross breeding program using Brahman, Braunvieh and Charolais bulls in a specific sequence, Mr Bruce Hunt of the farm Vaalboschputs, close to Warrenton, is of the

not only very good indeed, but also a public favourite. For the winner the spoils: the ultimate bragging rights of being the champion for a year, and also a full year's supply of The Wolftrap wine.



The Ultimate Beef Club introduces its new partner Chef Heinz Brunner!

We welcome Chef Heinz Brunner onboard and we look forward to hot new recipes and beef advice in our monthly newsletter.

**The Ultimate Beef Club – Braunvieh @ The Local Grill
7 July 2014**

opinion that he now has the best recipe for breeding the ideal crossanimal.

With these bulls and a standardized herd of breeding cows he can deliver calves that the feedlot requires. He has the experience because, apart from being a farmer, he is also the stock buyer for more than one feedlot. When Hunt in 1992 swapped stud breeding for a commercial beef farming enterprise, his aim was to breed hardy animals that could survive droughts, with sound hoofs, good meat characteristics and enough milk to raise their calves. In order to ensure sound meat characteristics, he required a good dual purpose and hardy breed. His breeding program initially consisted of putting Dutch Friesland bulls that are considered to be outstanding dualpurpose animals, to Brahman cows. He then used Brahman bulls on the cross heifers, which gave crosses made up of 75% Brahman and 25% Dutch Friesland. [Read More](#)

Ultimate Beef Club Breed of the Month



July's Breed of the Month Braunvieh

Article taken from www.braunviehsa.co.za
The Braunvieh is probably one of the oldest and purest cattle breeds, with records dating back as



Once again we had a mouth-watering day at our Ultimate Beef Club monthly lunch. With lots to learn and even more delicious food and wine to keep the good time going.

Remember to fill out our [contact form](#) if you would like to receive communication regarding the Ultimate Beef Club Monthly Lunches
The Ultimate Beef Club – Braunvieh Lunch Results

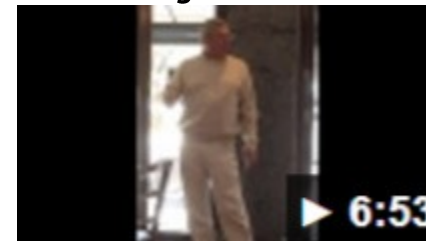
far as 800 BC. The breed originates from the Alps of Europe and today is found in all cattle breeding countries. Romania has more than eight million and Italy more than ten million; both countries separately have more Braunvieh cattle than all the cattle combined in South Africa.

The first Braunvieh bulls were imported to South Africa in 1907 as part of a crossbreeding program initiated by the Department of Agriculture, to breed cattle fitted for the cold highlands of South Africa. The Braunvieh breeding society was founded on 2 April 1925 with the goal of keeping and promoting a pure breed.

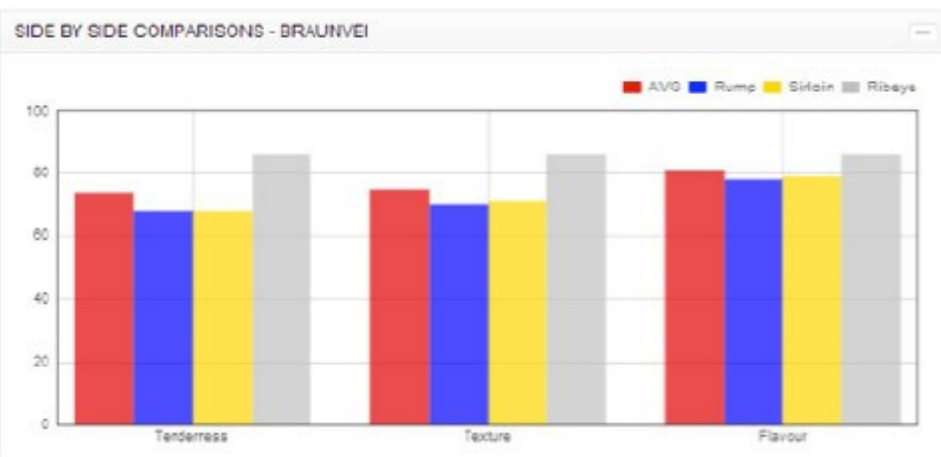
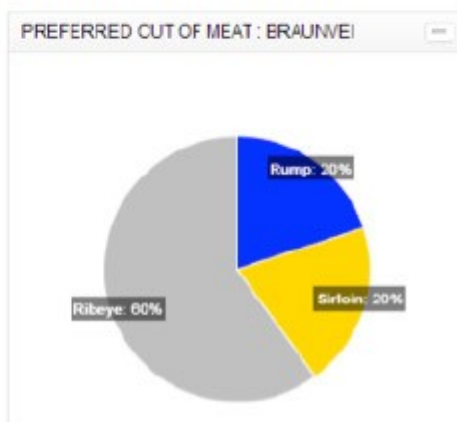
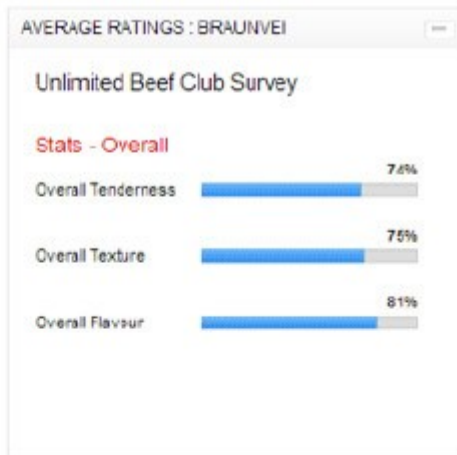
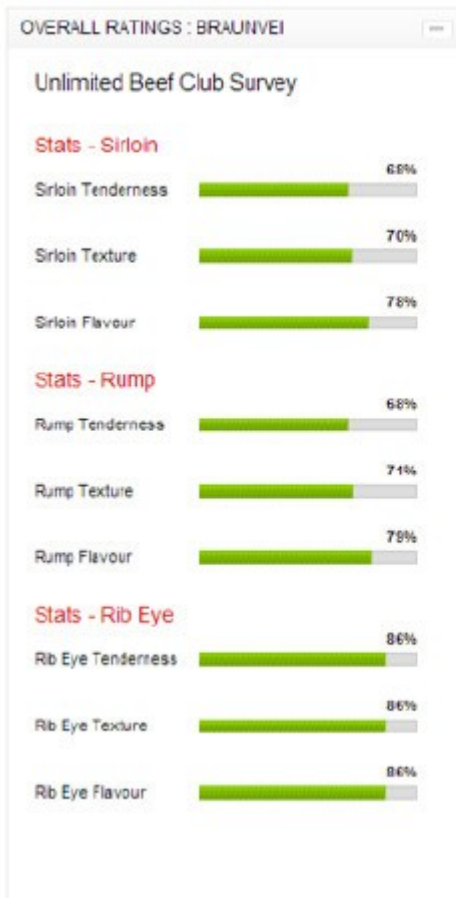
In 1974 a split occurred between the breeders searching to breed a dual-purpose breed and the breeders who primarily focused on the dairy characteristics, which lead to the dual purpose Braunvieh society being officially recognized as a separate society in 1996.

Ultimate Beef Club
Quote of the Month
"Beef + Fat = Flavor"

Jan de Jong talks Braunvieh



Beef Club Recipe of the Month
Chef Heinz Brunner's Beef Cheeks



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