



## January 2010 News Briefs

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*Sherrie and Ken at the Isthmus Green Day,  
held last year at Monona Terrace, in Madison.  
--Photo by Bill Lubing*

**Dear Customer, Friend, and Supporter,**

**Good Morning and Happy New Year!!** It is going to be a great year with lots of growth and improvements.

**My personal goal for 2010:  
More Local, Healthy, Safe, Flavorful Food!**

We are excited to have a lot of fresh new helpers on the farm, at the store, and at some

of our markets. They are all doing a terrific great job.

We are growing more food than I ever thought possible on this little farm. Sales at the store and at markets have **reached all time records**. It is clear that people are buying food from people they trust verses the alternative. Thank you for supporting us and other local farmers/producers.

In 2009 we added produce back into the operation. We are planning to at least double that in 2010. We are now using five different processing plants to keep up with our orders and processing needs.

We are servicing many, many families from Dodgeville (West), to Milwaukee (East), and Monroe, Beloit, Kenosha/Racine (South) and as far North as Wausau & Green Bay. We already have more preorders for 2010 Thanksgiving Turkey than we sold the whole year in 2006. When we are finished with calving this Spring we expect to have about 200 head of 100% grass-fed beef.

We did however need to retire a couple of hard working tools in 2009. Sherrie's car had 235,00 miles when the timing belt broke and finished off the engine (this is a very poor design). Our mechanic said there are 27 models on the road with the same design. So if you have an engine with a timing belt rather than a chain, get it replaced at every 100,000 miles or you may not get to see 300,000 miles.

My old farm truck has done a lot of hard work. At 265,000 miles and a whole list of issues, I decided it is time to give it a rest from highway use. We will however retain the snow plow, DMI receiver hitch, and dump bed (compost season is just around the corner) to place into operation on a younger truck.

*Ken and Sherrie Ruegsegger*



Samples go quickly at local events such as the Isthmus Green Day. --Photo by Bill Lubing

## Important Briefs

Here are a few briefs that we felt important to share with you at this time

**Madison deliveries** change to Thursday nights.

Because of the higher volume of milk being delivered and more people taking advantage of our two week service (this cuts our delivery cost and time almost in half) we lowered the price and are able to bring fresher milk to you on Thursdays verses Tuesdays.

**Please note:** Orders under \$30 will be charged a \$5 stop fee. If you are outside of our regular route, we may ask for a \$50 minimum to cover our extra travel costs.

If orders continue to increase we will go back to delivering two nights a week, but for now by doubling up milk orders we should be able to keep Thursdays a constant for everyone, weather permitting.

### January Markets:

**Two Milwaukee Markets** (thus far) January 6 and 20 at **Grand Avenue Mall** from 10:00 AM to 1:30 PM. **Preorders are strongly recommended.** Orders exceeding \$100 may be delivered free to your home or work place (within reasonable distance or time frames).

**Two Madison Markets** are scheduled for January. The first Harvest of Hope Market is on **January 16** at Madison Christian Community, 7118 Old Sauk Road. The second on is **January 30** at St. Thomas Aquinas Church, 602 Everglade Drive. Both markets offer brunch at **10:00 AM**. The markets close at 2:00 PM. As always, preorders are strongly recommended.

### January Specials

**Homemade Soup, Chili, Goulash, Lasagna:** Eat at the store, take to work, or take home for dinner or the freezer. Also available for market pickup or home delivery.

**Winter Spinach, Squash, Potatoes, Carrots and more available every day!**

**Chicken Legs and Leg Quarters:** *Buy 5 lbs or more and save 25%*

Must be picked up at the store or preordered for home delivery or farmers' market. Must be paid for at time of purchase. Not valid with any other special discount or used toward CSA.

**Lamb and Pig Orders.** Yes, it is time to order whole or half lamb and pork again. We will be butchering both in February.

**Amish Chicken Special:** Because you are ordering so many of the case lots at the special price, we just purchased two more pallets. That's 480 pasture raised chickens that ate grass, ants, grasshoppers, worms, all of these healthy treats that make them taste so yummy. *Buy a case of six Jumbo Roasters and save \$0.50 per pound.*

**Ground Beef (everyday) Special:** Buy 20 pounds and *save \$0.50 per pound.* Also available in 1.5 and 5 pound packages by request.

**Elk is coming back** in February. We may also be getting venison soon. Both are local and clean!

**Last Fall** we were able to butcher a good supply of **100% Pastured Beef**. This means that our inventory is great and we can keep you well supplied with the best possible quality until we butcher again in the Spring. We are taking orders for 1/4 beef, so if you will be in the market, it is advisable to get on the list.

### Quality Dairy at Paoli Market:

- Crystal Ball Farm Milk: Organic, nonhomogenized, grass based, in glass returnable jars. Available as fat free, 2%, whole, chocolate, and heavy cream.
- Crystal Ball Farms Cheese: Organic, raw milk cheddar
- Crystal Ball Farms Butter: Organic, fresh cream, salt added
- Edelweiss Cheese: Grass-fed 18 month cheddar and gouda
- Edelweiss Swiss: Grass-fed, raw, aged 30 months, copper kettle
- Cedar Grove Cheese: Grass-fed, 2 year aged cheddar
- Sugar River Yogurt.

**Soy-free Eggs are Back!** Yes, our soy-free egg laying chickens are back producing again. We still have a limited supply so you need to ask for them by name (soy-free). We are expecting our new Araucanas to start laying blue, green, pink, and red eggs in March. They have been in short supply and none have been available for a long time. We also ordered 300 more brown egg laying chicks just the other day.

**Stop into the store** and ask Sherrie for a free glass of her Kombucha Tea. You will never go back to bottled commercial brands again.

**Homemade Cookies:** While supply lasts, buy two (4-packs), get one 4-pack for free.

**Do not forget to preorder** early so we can reserve your product and have time to fill your order.

**We can still send gift boxes** of almost any product almost anywhere.

### Remember ...

On-line ordering is available 24 hours a day at [www.naturalmeats.org](http://www.naturalmeats.org).

If you need help ordering or have any other questions please don't hesitate to call Lynn between 8:00 am and 5:00 pm Monday through Friday at 608-329-4807.

Until next Time,

Ken and Sherrie Ruegsegger

### [Ruegsegger Farms](#)

Ken and Sherrie Ruegsegger  
Natural Meats  
608-523-4705

### [Paoli Market](#) [\[MAP\]](#)

6895 Paoli Road  
Paoli, WI 53508  
608-845-FOOD  
Open Monday-Friday 10-6  
Saturday 8-4



*Eating locally is a moral and spiritual responsibility.*

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