

Ranch name	Ranch location	Sale date	Reported sale totals		
			No. lots	Sale gross	Sale avg.
Paint Rock Angus	Hyattville, WY	12/10/15	125	708,250	5,666
Pyramid Beef	Saint Onge, SD	12/5/15	78	555,750	7,125
Riverbend Ranch	Idaho Falls, ID	12/12/15	234	958,750	4,097
Shipwheel Cattle Co.	Chinook, MT	12/9/15	76	579,500	7,625
Sitz Angus	Harrison, MT	12/3/15	404	3,539,444	8,761
Slovek Angus Ranch	Philip, SD	12/15/15	18	96,750	5,375
Spickler Ranch	Glenfield, ND	12/12/15	98	527,450	5,382
Springfield Angus	Louisburg, NC	12/12/15	71	250,800	3,532
Stars of Montana	Columbus, MT	12/12/15	70	328,361	4,690
Stevenson Angus	Hobson, MT	12/1/15	222	1,506,936	6,788
Stevenson's Diamond Dot	Hobson, MT	11/30/15	418	2,634,037	6,301
Sydenstricker Genetics	Mexico, MO	11/21/15	433	2,330,942	5,383
Tennessee River Music/Dyar Angus High Cotton Bull Sale	Fort Payne, AL	12/5/15	31	114,400	3,690
Timberland Cattle Black Angus & Sim-Angus Bull Sale	Vernon, AL	11/21/15	32	136,300	4,259
TK Angus	Valentine, NE	12/7/15	439	2,137,869	4,869
Virginia BCIA Culpeper Sr. PT Bull Sale	Rapidan, VA	12/12/15	51	187,200	3,670
Wulf Cattle Online Female Sale	Morris, MN	11/24/15	13	50,000	3,846

**PERSPECTIVES**



# Along the Trail

► by **Dan Green**, "Along the Angus Trail" author

## Nothing replaces the real thing

*"Along America's Angus Trails" thought, from reading and hearing all the mass media accounts of the pure joy, satisfaction and delirium of eliminating red meat from your diet, that there must be a real peace, calm and sense of nirvana overtaking these so-called "healthy eaters."*

### Taste testing

Well, the Associated Press (AP) did a consumer taste test to find out. Its results will bring joy to the hearts of Angus and other red-meat producers, but should be a cause for alarm among alternative-meat production companies.

While the meat-alternative market is attracting millions of dollars in investments and media fanfare, with newer companies saying their products are healthier and gentler on the environment, the recipes they're cooking up might not be quite ready for prime time.

AP's simple question to its tasting panel was, "How far have vegan alternatives come to tasting like the real thing?"

Not far enough, according to the less-than-peaceful, calm responses from the tasters. Said one panelist about vegetarian bacon, "It reminds me of Beggin' Strips for pets," made by Purina. Of course, the real question is, "How does he know?"

"Noxious" and "kind of not natural" were

among the reactions to some of the meatless alternatives being pushed by a new generation of vegan food makers that want to revolutionize the way Americans eat.

Byron Champlin, a city councillor in Concord, N.H., and member of the panel, said, "If I were to eat this thinking it is a regular hamburger, I might think it's spoiled," after tasting a beefless patty made by Gardein.

The other Gardein reviews were no more charitable. Dan St. Jean, executive chef for The Common Man restaurants in New Hampshire, thought the Gardein patty had a strange smell.

"It almost tastes like someone tried to make a meatball into a hamburger, but did something wrong," agreed Sarah Kinney, a community news editor for the *Concord Monitor*.

The reaction was even worse for Beyond Meat's Beast Burger, which was introduced in 2015. Unlike Gardein, Beyond Meat says it wants to replicate the taste of real meat, rather than just offer vegetarian alternatives. Yet

Champlin spit out the Beast Burger after one bite and called it "noxious and non-recognizable."

The three tasters found the Original Griller from Morningstar Foods the least offensive. It wasn't exactly a hit either, though Champlin said he would eat it, if there were nothing else around.

Fake chicken didn't fare much better. Kinney said Beyond Meat's Southwestern-flavored strips were rubbery and didn't taste like chicken. Champlin thought they left a bad aftertaste. Another panelist said his kids would eat the chicken-breast look-alike by Quom if he covered it in cheese and marinara sauce.

Another said it looked like a grilled baguette. All noted a lack of tantalizing aromas wafting from the kitchen, where a chef prepared the samples. Champlin said, by contrast, meat would have filled the space with mouthwatering smells. Another said, "If your back was to the stove, you wouldn't know what was cooking."

All the panelists agreed there was no "wow" factor in any of the products sampled, and that nothing stood out as being better than the real thing.

It sounds like the good folks at *Certified Angus Beef LLC* don't need to be shaking in their boots yet, but it never hurts to be vigilant. After all, the standard "least offensive" is a pretty low bar to jump over.

**AY**

**Editor's Note:** Dan Green is a Denver-based historian, author, retired editor of *The Record Stockman* and the voice of "Along America's Angus Trails," a regular feature on *Angus Media's SiriusXM satellite radio program, Angus Talk*. *Angus Talk* airs at 10 a.m., Central time, every Saturday on *Rural Radio, Channel 80*.