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## Food for Thought

**If you are what you eat, as the saying goes, then so too is the cow what it eats.**

Here are the top five reasons why switching to grass-fed beef can not only improve your health but also help save the earth—all without having to sacrifice quality!

**1. Less is more:** Feeding cattle their natural diet of grass and clover (which are high in cholesterol-fighting omega-3s), combined with giving them room to graze, not only boosts cattle's immune system, but also raises its levels of omega-3s—up to four times higher than grain-fed beef's. Not only that, but grass-fed is also much lower in calories and fat, thanks to the cattle's time spent exercising in open pasture. So that 6oz serving you're having of grain-fed will cost you an extra 100 calories and about 12 grams of fat more than your grass-fed counterpart. So, less really is more.

**2. Higher CLA content:** Want to consume the richest source of the most potent cancer-fighting fats? Consume grass-fed beef. Conjugated linoleic acid, or CLA, has been shown to reduce tumor growth and risk by 60%. And the best part? Cheese from grass-fed ruminants has five times greater concentration of CLA than that of a grain-fed animal. So the grass-fed bennies go even beyond the beef! Grass-fed cheeseburgers anyone?

**3. Richer in vitamins and other nutrients:** So the fat content of grass-fed is obviously praise-worthy. But what of other important nutrients? If it's all about omega-3s, can't I just get them from something like flaxseed? Sure, but then you'd be missing out on all these lovelies that grass-fed has to offer (oh, and not to mention, delicious beef!): "[grass-fed beef has] more vitamins A and E, higher levels of antioxidants, and up to seven times the beta-carotene" than good ol' grain-fed, says CookingLight.com.

**4. No additives:** Even though grass-fed cattle aren't protected with added hormones or antibiotics, their strengthened immune systems, strict diet, and natural living conditions eliminate the need for any added extras—in fact, buying grass-fed guarantees it.

**5. Slows Global Warming:** When you allow the cows to feed on open pastures, it prevents the need to grow extra grain for cattle feed.

This then eliminates the need for heavy farming equipment, which greatly lessens air pollutant output. Not only that, but minerals within the soil on grass-fed farms are better preserved, minimizing the amount of carbon dioxide released in the atmosphere. As such, the grass/plant life cycle on grass-fed farms are much more efficient—photosynthesis becomes quicker and more proficient, improving air quality and the carbon levels in the soil. All huge bennies for slowing the impacts of global warming!

**Why else would you buy grass-fed beef?  
Share with us on Facebook!**





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### Fun Histories on Where 8 Cuts Got Their Names

While Henry VIII is infamous for many things, I bet naming the sirloin was not the first thing you'd associate him with, right? Read on to find the meanings and hear the surprising stories behind 8 other cuts.

**Flat Iron Steak:** A bit newer to the scene, this well-marbled cut of beef from the shoulder blade resembles a vintage flat-iron, which gives it its unique name.

**Rasher and Canadian Bacon:** Unlike American bacon, a rasher (or its familiar cousin, Canadian Bacon) is made with the loin instead of isolating the fattier underbelly of what we think of as bacon. The difference between a rasher and Canadian bacon? The English and Irish leave some of the underbelly fat on, whereas the Canadians keep it off—which makes for two distinct but delicious variations on our beloved cut of bacon.

**Filet Mignon:** In French, filet mignon literally means "cute filet," which is appropriate given it is one of the daintier, more tender cuts of beef out there, and is taken from the smaller—or should we say cuter!—end of the tenderloin.

**Porterhouse Steak:** Also known as the T-Bone steak, for the T-shaped bone within the cut, the porterhouse steak has come to be called for its original association with restaurants named Porter House across the east coast, as well as restaurant owners by the name of Porter—many of which lay claim to being not only the first to serve it but also the first to name it.

**7-Bone Roast:** Similar to the naming of the T-bone steak, which got its moniker for the T-shaped bone in the cut, the 7-bone steak got its name for the number-shaped bone located within. It differs from the 7-bone steak only in its thickness (the steaks are a bit thinner and not as tough).

**Boston Butt:** Just like Bostonians don't call their hometown Beantown, neither are they likely to use the term Boston Butt to refer to this particular shoulder cut of pork. The name is, however, frequently used elsewhere in the United States despite the lack of acknowledgement from its namesake and has definite origins in New England: it's widely attributed to the pre-revolutionary method of storage in the area for said cuts when packaging and shipment was done mostly in wooden barrels or—as they were called—"butts."

**Chateaubriand:** A name that is actually a method of preparation rather than cut, Chateaubriand was supposedly made popular by the namesake's chef during the Napoleonic period and has now become synonymous with thick cuts of tenderloin, with which the dish is so often prepared.

**Hanger Steak:** Also known as "butcher's steak," because it was so desirable a cut that butchers used to save it for themselves, the hanger steak is named for its location on the cattle—it "hangs" from the diaphragm, so dubbed "hanger steak" as it's popularly known.

Which of these names surprised you the most? What other cuts would you have liked to see on this list? Share with us on Facebook!





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## Girlfriend Weekend in the Berkshires

Life is busy, life is hectic, and sometimes grabbing a spontaneous lunch or dinner with your girlfriends is just not an option, short of making plans months in advance just to deal with the inevitable last minute cancellation. So, it's not a surprise that quality time with your best friends has resulted in the latest trend in travel – girlfriend weekend getaways.

The Berkshires is an ideal destination for a girlfriend weekend. It doesn't matter the time of year – we've got lakes for swimming in the summer, slopes for skiing in the winter, and trails for hiking in the spring and fall. Start your morning with a breakfast at Spoon, with their "wide-ranging breakfast menu that features everything from omelets and toast to crab cakes and eggs with aioli." And take a break for lunch with a Mediterranean flair at Electra's Cafe. Both have the perfect location to explore Downtown Lenox with its shops and galleries.

Next up, two words – wine tasting! Check out the Furnace Brook Winery at Hilltop Orchards, which hosts tours of their vineyards, as well as wine tastings. So pack a lunch, buy a bottle, or two, and enjoy the beautiful scenery. And if that leaves you wanting more, follow the Hudson and Berkshire Beverage Trail – a path to local and participating wineries and distilleries in the area.

If you're feeling artsy, a trip to the Berkshires isn't complete without a visit to the Norman Rockwell Museum in Stockbridge, The Clark Art Institute in Williamstown, the historic grounds of Tanglewood, or MASS MoCa – a few blocks from which is the Gramercy Bistro, which specializes in Berkshires-grown, organic ingredients – so you can get a taste of culture and gastronomy!

And what girlfriend weekend would be complete without a visit to the spa, especially after all the hiking. Spas in the Berkshires are all about health and they take it quite seriously. From fitness classes at Spartan Fitness to body treatments at Essentials Day Spa (both in Lenox), you can relax, re-energize, and renew both your body and mind in the Berkshires.

And if you still have a little bit of time, the Berkshires also has two malls – Premium Outlets in Lee and the Berkshire Mall. Not to mention the Great Barrington shopping district, where stores like Bra & Girl and One Mercantile are sure to make a fun girls shopping trip. After a day of shopping, you might want to escape into handmade gourmet chocolate at Chocolate Springs – now you've officially done it all!





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## Weekend Getaway in the Berkshires for Foodies

It's the unofficial beginning of summer and you have an itch for a weekend getaway that's beyond the basic beach getaway. You're looking to be surrounded by lush greenery and mountains, and fantastic restaurants, then look no further than the beautiful Berkshires. The quaint towns in America's countryside full of outdoor adventures, arts and culture festivals, and growing hot spots for foodies with everything from "adventurous smoothies" to a lobster roll (it is Massachusetts after all).

If you're a big cheese fan (ah, wine and cheese), then stop by Rubiner's. Matt Rubiner opened his specialty shop in a former bank in Great Barrington. Or you can visit the Cricket Creek Farm in Williamstown, tour the farm and pick up some award winning "Maggie" - a bright, earthy raw-milk cheese reminiscent of an Italian Toma.

To go along with that cheese, drop by Salisbury Bread where you can pick up some fresh baked breads, quiches and pies (which change seasonally). The Berkshire Mountain Bakery, located in Housatonic, is a European style bakery, which now sells not only breads, but also spelt, wheat pizza crusts, and cookies distinguished by the flour.

Just hint at farm-to-table in the Berkshires and the list of restaurants and pubs to visit grows immediately. At the Allium in Great Barrington, patrons are served a contemporary American cuisine with a varying seasonal menu focusing on local, farm-fresh ingredients. Public Eat+Drink in North Adams, is a farm-fresh gastro-pub with eleven craft beers on tap (11!!!). So if you want to wash down that pulled pork sandwich, or one of several varieties of burgers, or the mac and cheese (with pancetta, cause bacon makes everything betta), do stop by this pub. As a bonus, Public hosts local and traveling musicians during the late hours – SCORE!

We can't forget dessert now, can we? The South Country Creamery (or SoCO for short) in Great Barrington, is a family owned micro-creamery. Their ice cream is hand-made in small batches to ensure the perfect flavor and texture using the best ingredients in the Berkshires.

Droling yet? Why not plan that weekend trip right away...





## DOES YOUR BUSINESS NEED A COACH?

### Are you facing any of these challenges?

- Sagging sales...
- Eroding profits...

## ABOUT US

As an Advicoach, we coach the owners of privately held and family-owned businesses and we can help you grow your profits by at least 68% per year and build a team to help run the business for you so you can get some time back for yourself. Click [Here](#) to schedule your Complimentary Coaching Session today.

## Top Three Things Taking Risks Can Teach You (and How Those Lessons Can Pay Off!)

You've heard it before—take risks, shoot for the stars, be bold!—and even with all that gutsy, go-getter advice, very little do we stop to think about how taking risks can teach us something instead of get us something. All too often we think only of the tangible reward (read: bigger salary, better title, etc.) than the intrinsic ones. So we've gathered together the top three lessons taking risks can teach you and how those lessons provide you with the skills necessary for success.

**1) How to Stand Out:** While playing it safe may have its own perks, it without a doubt prevents you from sticking out from the crowd. There's a reason the majority of folks play it safe—risk is hard. There are so many unknowns, the social and emotional pressures of potential failure, the naysayers...and the list goes on. But if you don't take that risk, you'll be just another cookie cutter! Risk allows you to demonstrate your self-confidence, your leadership skills, and your ability to think outside the box. Which are all attractive skills in any career.

**2) How to Deal with Failure:** Even if you're not a risk-taker, failure is pretty much inevitable. But, for those that are better versed in the act of risky business, failure becomes less and less scary with each risk taken. Eventually, you'll learn to live without a debilitating fear of failure (read: more opportunities for innovation!), which is yet another testament to those confidence and leadership skills we mentioned above.

**3) How to Get Your Dream Job:** This isn't exactly what you think. Sure, risk has the potential for you to land your dream job—we've all heard it! But, more importantly, it teaches you how to get your dream job. So how, exactly? By having you learn the hard way that, in order to get what you want, you must go out there (outside your comfort zones!) and get it. It won't come to you as you sit around a play it safe; you must actively take the necessary measures (risk included!) to claim it.

What lessons has risk taught you? How has it helped you in your career? Share with us!





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### How Old Habits CAN Die Hard (in 3 Easy Steps)

We all know the old adage “old habits die hard.” And if you’ve ever tried to break a bad habit—from nail biting to desert cravings—un-conditioning your body can be a seriously difficult task. So much so that, even the science community didn’t think it was all that possible...until now. Turns out there is hope after all!

Thanks to a new study published in the Proceedings of the Natural Academy of Sciences, MIT scientists have found that a particular part of our brain (a small part of the prefrontal cortex responsible for the planning and decision-making thought processes), is also responsible for forming our habits. How does this help us to break those habits? They also discovered that this region of the brain can actively overwrite pre-existing habits—boom.

So, while habitual actions are designed to allow our brains to work on auto-pilot in order to free up more thinking space, this research suggests that habits aren’t 100% out of our control—the prefrontal cortex still plays a small role in actively choosing one action over another, even with the most ingrained habits.

Given this new information, we’ve done you the favor of gathering together a few tricks that can help to facilitate the overwriting process. So stay strong, follow these tips, and kick those nasty habits to the curb once and for all!

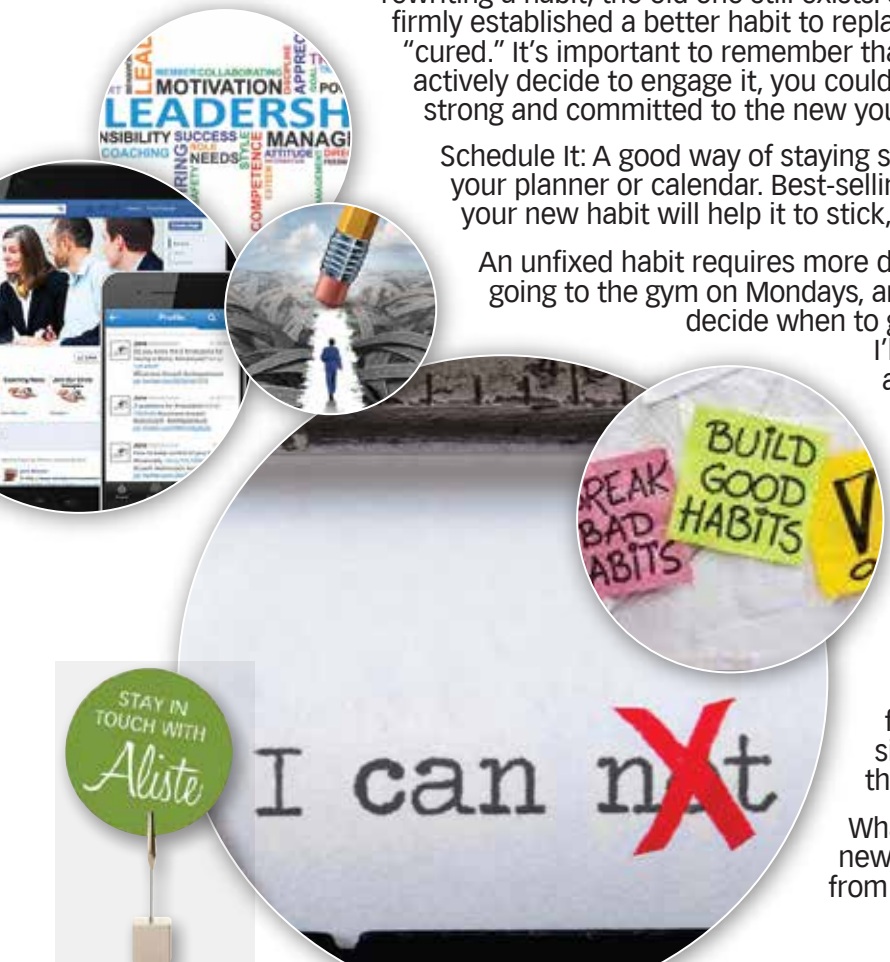
**Know No Cure:** Although this new study provides a lot of promise for not only better understanding how we form habits, how they stick, and how to create new ones, it is important to note that this study also found that, despite rewriting a habit, the old one still exists. So thinking that you’re in the clear because you’ve firmly established a better habit to replace the old could wind up to bite you once you’re “cured.” It’s important to remember that that habit is in there somewhere, and if you actively decide to engage it, you could fall back into old ways. So be mindful—stay strong and committed to the new you!

**Schedule It:** A good way of staying strong and committed to the new you? Pen it in your planner or calendar. Best-selling author Gretchen Rubin believes that scheduling your new habit will help it to stick, especially if it isn’t yet a fixed habit:

An unfixed habit requires more decision making and adjustment: I’m in the habit of going to the gym on Mondays, and I write every day, but every Monday I must decide when to go to the gym, and I must decide when and where I’ll do my daily writing. I try to make my good habits as fixed as possible, because the more consistently I perform an action, the more automatic it becomes, and the fewer decisions it requires; but given the complexities of life, many habits can’t be made completely automatic.

**Rise and Repeat:** And like anything that is habitual, constant repetition is key. Science differs on how long it takes to actually form a new habit or to eradicate an old one. And just like everyone’s thumbprint is unique, so are their habit-forming (and breaking!) abilities. Some habits form easier for some and harder for others. It’s as simple as that. So consistency is crucial for getting that new habit to work for you.

What other tricks and tips do you have for forming new habits in favor of old ones? We’d love to hear from you! Share with us!





### 3 Lessons in Rebranding: Why We Can All Take a Page from CVS's Book

CVS has made an incredible rebranding move, changing its name from CVS Caremark Corp. to the newly dubbed CVS Health. But that's not exactly what's got the major corporation national attention. No, it's how their rebranding strategy motivated the super-pharmacy to ban the sale of cigarettes (or 2 billion dollars a year to be exact) that's got people buzzing. So how can your business learn a thing or two from this colossal move? Read on for our top three lessons from CVS's major makeover.

**Get People Involved:** It's a no-brainer that social media has played an enormous role in the attention CVS has received for their rebranding move of banning cigarette sales (they've even got their own hashtag!). By allowing their customers to participate with their change in real time, it garnishes not only tons of attention but also the much-needed support and engagement of their customers—and even the support of those yet-to-be customers.

**Walk the Walk:** You can't simply change your name and expect different results. Just because a thief changes his name from Bob to Joe, doesn't make him any less a thief when he robs the jewelry store. In order to truly rebrand yourself, you must make moves (even drastic ones!) to get your image to align with your new identity. CVS timed this perfectly with the ban on cigarette sales to not only bring awareness to their rebranding, but also to demonstrate that this rebranding is going to put a whole series of things into motion that will benefit their customer's overall health.

**Earn Trust:** And most importantly, by involving your customers in your brand's renovation, and by putting your money where your mouth is, you being to develop that hard-earned trust between your brand and your current or future customer—you're engaging them in an effort for better health (in the case of CVS) that is, fundamentally, about them and for them (but of course, also for CVS). Jeff Hoffman, healthcare strategies at New York-based Kurt Salmon, sums it up perfectly in Health-Leader's Media, "Great strategy is when it benefits you, and it benefits others as well."

What are your thoughts on CVS's rebranding strategy? What others tips do you have for companies looking to rebrand themselves? Share with us on Facebook!





## 4 Difficult Clients Types & How to Deal

For client-based businesses, learning how to identify and deal with difficult clients can be total game-changers. So we've identified the top four trickiest client types and the best ways to approach them so that you and your client leave the working relationship happy (and sane!).

**The Dreamer:** These clients have got their heads in the clouds. And while they mean well, they have no idea what they really want. While this can mean a lot of creative freedom for you, it can also mean a lot of extra, unnecessary work (read: difficulty getting it "just right" because your client doesn't even know what that looks like...). Depending on your patience level, these types of difficult clients could be a fun, exploratory, creative adventure. But, sometimes—especially if this client has super high expectations and is over-the-top demanding—these types can be downright exhausting. To avoid too much back-and-forth, get your client to give you as many specifics as possible before you commit to working on the project and refer back to those specifics through the different stages of the project's completion. This will help you avoid those "that's not what I'm looking for!" types of disappointments down the road.

**The Over-Entitled:** Whereas the dreamer doesn't know what they want, the over-entitled wants the world (and more). Oh, and as extra bennies. Read: they hire you or your company, expect you to be available 24/7, to only work on their project, get special discounts, and be as pleasant as a fairy godmother the whole dang time. Yeah. Right. Like with the dreamer, it's best to establish as many specifics as possible before committing. Let the client know how you work, why you work the way you do, and what you expect from them as a client. This will allow you to set the ground rules for your working relationship to avoid any confrontations down the road.

**The Elitist:** This may be one of the most difficult client types to work with because they're just downright stuck up. Remember, you work with your clients. Not for them. And the elitist may never see it like that, which can mean they have little respect for your craft, compensating you fairly or on time, and can be totally rude by standing you up for meetings/conversations, and flat out ignoring comments or suggestions you make without explanation. Unlike the dreamer or the over-entitled, who can be dealt with, elitists are most likely not worth your time because (sing it with me)....R-E-S-P-E-C-T.

**The Belittler:** The belittler, similar to the elitist, sees little (pun intended!) value for the work you produce. They may be penny pinchers or simply not have a strong understanding of what goes into the services you provide. So if you must work with them, be sure to explicitly state what you're offering, how the process works, and the exact value (numbers are always good!) you provide. This way your client can feel good about the money they're paying you for your service and avoid belittling the work you do for them down the road.

What other client types do you find difficult to work with? Share with us on Facebook and Twitter!



ately, his training had prepared him with all types of customers.