

Winter/Spring  
2009

NEHCA

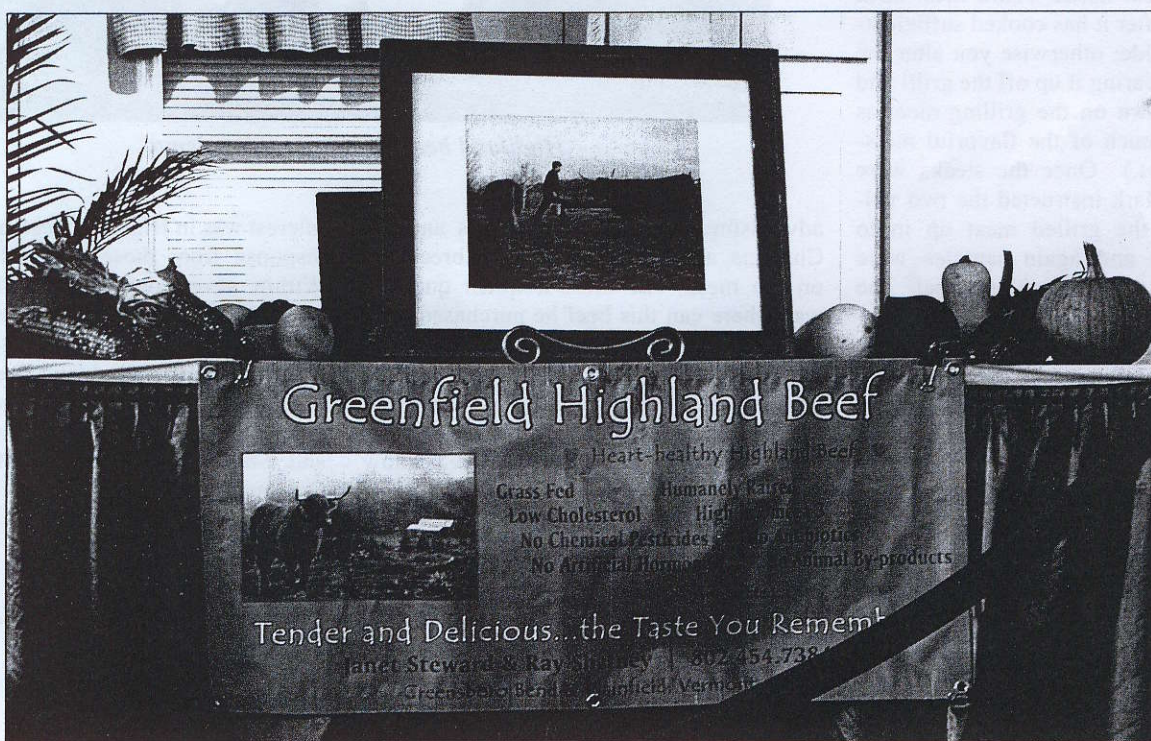


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# The Chanter

## Highland Beef Big Hit at the Big E



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On a sunny, blue sky, 70+ degree day in September, a day any fair committee would wish for, The Big E celebrated Vermont Day 2008, highlighting Vermont-raised Highland beef in the Harvest Kitchen in the Better Living Center. (Rumor has it twenty three thousand people passed through the gates on that Saturday, September 20th, 2008.) The governor of Vermont and his wife even stopped by the Harvest Kitchen!!

The New England Culinary Institute teamed up with Ray Shatney and Janet Stewart to offer two live cooking shows, complete with Highland meatballs and steak for sam-

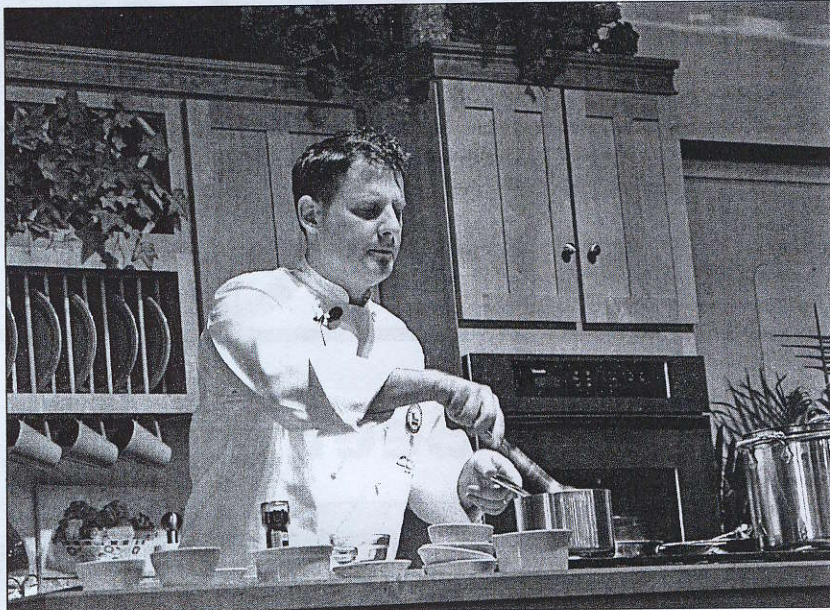
pling. The gentleman who does the coordinating of all the cooking shows during The Big E's annual sixteen-day run was floored when the 1:30PM program began and three hundred people had filled the seats, watching Janet's powerpoint presentation of bucolic Greensboro Bend, Vermont and the close-ups of the majestic Highland calves and cows and bulls at Shat Acres on two large elevated screens. The coordinator thanked all for coming, commented on this being the largest crowd to attend a cooking presentation in the Harvest Kitchen, apologized for not having sufficient Highland

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## Highland Beef Big Hit, Continued from page 1

beef meatballs for all to sample, but stated Cabot cheese would be available to fill the sampling gaps. (The New England Culinary Institute had gotten ground beef from Ray and Janet in advance and made sample sized meatballs to bring down to The Big E for this event.) Ray gave a very brief overview of the family's Highland beef herd, and Janet followed with a few words on the health value of grass-fed Highland beef. The overhead screens switched to Chef Mark as he took over and proceeded to produce a barbecue sauce and grill several Highland steak cuts involving audience volunteers in sampling the sauce and cooking the meat properly so as to retain juices and not alter the meat tissue. (Turn meat once and once only after it has cooked sufficiently on the first side; otherwise you alter the meat tissue by tearing it up off the grill! and do not press down on the grilling meat as you press out much of the flavorful moisture-laden juices.) Once the steaks were cooked, Chef Mark instructed the two volunteers to cut the grilled meat up in to SMALL pieces and again samples were made available of the Highland beef. The second presentation at 4PM drew one hundred plus spectators.

Before, during and in between the presentations, other Big E attendees streamed by and stopped by the Highland Cattle display table, manned by NEHCA marketing and



*Highland beef stars in cooking demo.*

advertising, picking up brochures and old Chanters, asking questions on the breed and on the meat. The most frequent question was where can this beef be purchased. We did not have such a source of information at the time, but by 11PM that evening the wheels were churning and a mass email had gone out to all NEHCA members with functioning email addresses, letting them know what the day had been like, how great the

interest was in Highland beef, and inviting a response from those who sell their beef. Within seven days of 11PM September 20th, 2008, two people had already been referred to farms that sell Highland beef. The first NEHCA Highland Beef Producers' brochure was completed in time to be available at the NEHCA Annual Fall Gathering and Show in Springfield, Massachusetts October 10th and 11th, 2008.

### NEHCA Secretary Treasurer:

Donna Jestel  
223 Moul Road  
Hilton, NY 14468  
Tel: (585) 392-9062  
e-mail: highland@rochester.rr.com

### Newsletter Editor:

John Chotkowski  
321 Charles Storch Road  
Elmira, NY 14903  
Tel: (607) 732-0448  
e-mail: chotbeck@stny.rr.com

## The Chanter

### NEHCA Officers:

Jim Wagner - *President*  
Tel: (814) 968-5375  
e-mail: jwag@windstream.net

Rob Lowe - *Vice-President*

Marion Beausoleil - *Marketing*

### Directors: Term Exp.

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