



# SWALEDALE®

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Bear Grylls is often the first name that springs to mind when you think about eating for survival purposes. He's made a living from surviving in the wild but is also very considered about how he fuels his body at home. Once an advocate of plant-based eating, Bear Grylls has returned to a scientifically backed nutritional framework that embraces red meat, eggs, dairy and honey.

Bear realised that to maintain his health and energy levels as he aged, and achieve peak performance long term, he needed to nourish and support his body with a more nutrient rich diet, "I've started incorporating quality grass-fed steak and liver. My lunch is meat, eggs and dairy, a lot of butter, and fruit. I have liver probably every other day. I started to get strong again".

It was this revelation in his interview with [Louis Theroux](#) that inspired Swaledale Butchers alongside Nutritional Therapist Phoebe Liebling to curate a new Nutritionists Meat Box, perfect for those at home that wish to embrace eating more quality grass-fed steak and liver as part of their diet.



## Methylation

In her book, 'Younger You: Reduce your Bio Age and Live Longer, Better', Dr Kara Fitzgerald writes an account of her age-reversal programme, and shines a spotlight on a biochemical process called methylation. Methylation is happening in every cell of our bodies, all the time; it's what makes and repairs our DNA, activates and deactivates specific genes, and what, on a cellular level, our bodies must do in order to survive.

Over the course of our lifetimes, our cellular methylation becomes less efficient and our ageing bodies become more vulnerable to Alzheimer's, cancer, heart disease, and even mental health imbalances. Dr Fitzgerald states that liver is "an astonishing powerhouse source of methylation-friendly nutrients...No other food matches liver's broad-spectrum methylation support".



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## The Swaledale Nutritionist's Meat Box

The Swaledale Nutritionist's Meat Box has been expertly curated by Nutritional Therapist Phoebe Liebling BSc (Hons) DipNT mBANT rCNHC, and contains ingredients rich in essential vitamins and minerals, all selected to aid and support long-term health.



Phoebe Liebling says:

*When approaching dietary choices from a health perspective there are numerous well-evidenced differences in nutritional value to grass-fed and grass-finished meat.*

*The contents of The Swaledale Nutritionist's Meat Box reflects a simple goal to make our ingredient choices more efficient in terms of delivering both flavour and health fortification, but then there is also a note to be paid that some cuts provide further functional food influx into our routines.*

*This is defined as health benefits in excess of their basic nutritional value. Read more below as to why I've selected the particular products I have.*

### Box Contents

2 x 220g Featherblade Steaks	1 x 500g pack Marrow Bones Canoes
2 x 180g Lamb Leg Steaks	1 x 500g pack Diced Beef Shin
2 x 180g Flat Iron Steaks	1 x 350g pack Beef Liver, Sliced
2 x 180g Onglet Steaks	1 x 350g pack Lamb Liver
4 x 100g Minute Steaks	2 x 1 kg pack Beef Bones
1 x 540g pack Minced Beef	1 x Ox Heart



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## Key Box Product information

### Ox Heart

The nutrient rich heart contains therapeutically significant quantities of B-complex vitamins, iron, zinc and selenium in forms we can readily absorb. The specific combination of these cements the heart as a cardioprotective foodstuff, and also helps maintain optimal function of the nervous system and brain. It has a naturally low fat content making it a great choice for those who are tracking the overall balance of macronutrients within their diet.

### Beef Bones

Large bones are abundant in minerals; they contain everything we need to reinforce our own skeletons, down to the connective tissue, muscles, joints, bones, skin, hair, eyes and gut integrity. When you gently simmer bones to make a broth, you extract all of that goodness in addition to elements of collagen and cartilage including glucosamine and chondroitin which prevent degradation of our joints. The amino acid gelatine gives stock its gelatinous quality but also holds water which encourages efficient gut transit. Bone broth is so nourishing for the gut that it is used as a first line treatment for inflammatory bowel disease.

### Marrow Bone Canoes

Marrow is a delicious delicacy, but also a powerhouse providing vitamins A and K2, plus zinc, iron, boron, manganese, selenium, omega-3 and omega-6. In addition to contributing to the same benefits as bones, marrow has applications that quell chronic inflammation and protect against neurodegenerative diseases such as Alzheimer's and multiple sclerosis (MS).

### Grass-fed Lamb

Grass-fed lamb is one of the richest sources of the mineral zinc available to us. Despite being a mineral our bodies urgently require, zinc is chronically lacking in most modern diets. Zinc insufficiency is a leading cause of fertility problems, poor immune function and appetite dysregulation to name a few concerns.

The key differentiator between intensively raised lamb and Swaledale Butchers' grass-fed lamb is the omega-3 content and its ratio to omega-6. Omega-3 is neuroenhancing, neuroprotective and vital for long term avoidance of disease, and it needs to be in balance with or preferable to omega-6 status to be able to action these benefits. Most standard diets will create a swing of 25:1 omega-6 to omega-3, so actively including food choices that counter this is incredibly important.

### Grass-fed Beef

Grass-fed beef is preferable to grain-fed beef for its omega 3:6 ratio, as well as being naturally lower in saturated fat, which is important when promoting heart health. Saturated fat is an important inclusion in our diets but should only comprise 10% of total dietary fat intake, which grass-fed beef will happily contribute to but not exceed. Grass-fed beef also contains up to 400% more CLA (conjugated linoleic acid) than grain-fed beef; CLA guards against cardiovascular concerns and cancers whilst also aiding lean muscle mass maintenance and decreasing body fat percentage.

In terms of micronutrients, grass-fed beef shows higher levels of B-vitamins, the fat soluble vitamins A and E, and certain antioxidants such as beta-carotene that imbue the meat from the organic food the animals graze on too.



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## Content Available

The box provides 12-14 meals; therefore, we suggest planning some meals in advance to make the most of the ingredients. Chef George Ryle offers some help in navigating this.

To help navigate this box we have worked with chef George Ryle to produce how to's and recipes that will enable you to turn this product into delicious meals.

*First step is to decide what will be best eaten fresh, and what will freeze well. One ingredient that doesn't lend itself to sub-zero temperatures is liver, particularly if you like to eat it pink. With that in mind, plan to eat the ox and lamb livers fresh during the first week.*

*Prepare the ox heart whilst it's fresh. Take the heart and trim all of the hard white fat from the outside, this is pure fat and is perfect to render down and cook steak in. Break the heart into three pieces; the thinner flap on the outside and then the two main chambers. Then trim out all the arteries and capillary veins inside the heart until you reveal the dark, lean muscle. Cut the heart into steak-size pieces, approx. 180-200g each. Keep two pieces in the fridge for a fantastic salad in the first week and freeze the remaining pieces.*

*It's a great idea to roast and then simmer the bones early on too, this will create a deep, rich stock that you'll have on-hand to add to any of your future meals. You can also freeze this stock for a later date.*

## Supporting Recipe Content

- [Thai-style grilled ox liver](#)
- [Beef stock recipe](#)
- [Featherblade steak recipe](#)
- [Lambs Liver with sage](#)



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## Who are Swaledale Butchers

We are a specialist butchery team with a whole-carcass, nose-to-tail philosophy for heritage and native breeds of cattle, sheep and pigs, slow grown and free to roam on small farms and smallholdings dotted around the wildly beautiful Yorkshire Dales.

*Swaledale has built relationships with a collective of like-minded farmers, the real heroes of The Dales, without whom the preservation of native breeds would not be possible. We've also fostered connections with some of the most discerning chefs across the UK, who've become great friends and often visit us, and our farming partners in Yorkshire.*

All our grass-fed beef is dry-aged on the bone for a minimum of 28 days to maximise flavour. The Himalayan salt chamber is stacked full of prime steaks and roasting joints where, as if by magic, the salt wall creates the perfect environment to tenderise the meat for heightened succulence and depth of flavour.

*We are the link between the independent farmers on The Dales, and yourselves, the ethical home cooks, and the imaginative restaurant chefs. We promise meat that's Always Fresh Never Frozen®, sustainable, 100% traceable and the best of what's farmed in The Dales.*

*There will always be an easier, cheaper and more consistent source of meat available to you, via supermarkets or an imported source, however together, we've chosen to take the harder, longer road, because that is where the real reward lies.*

If you would like any more information, please contact:

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Kind regards

Tom