

THE GIVING BACK ISSUE

BEVERLY HILLS to the VENTURA COAST

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Tra di Noi purveyor **NOVY RANCHES** full story on next page

**WELCOME to BEVERLY HILLS**  
Tra di Noi Ristorante Travels From  
Sea Level to the Second Story

advertisement

"We really enjoy these animals. I feel good about what we're doing."

## Novy Ranches



"I've been in the cattle business forever," asserts Dr. Lowell Novy. "You don't even want to know how long. My dad was a professional cattle broker. I've never been out of the cattle business." This is not normal for a veterinarian, much less for one with a thriving practice in Simi Valley, California. Despite the demands of caring for people's pets, Dr. Novy maintains a herd of about 1,000 head of cattle on 7,000 acres of land in the Shasta Valley area of northern California. "These cattle are pampered from the time they're conceived. We really enjoy these animals." He lets them graze on pesticide-free, fertilizer-free pastureland, the way God intended.

Dr. Novy is no fan of corn-fed beef or the feedlot system because of its potential cruelty to the animals and the requisite feeding of antibiotics. Plus, he

says, "Grass-fed beef just does not taste like corn-fed. It has omega-3s instead of saturated fat. It's natural, the way beef once was." Being a veterinarian has its advantages in the ranching game. It allows Dr. Novy the freedom to use vaccines very sparingly and to nip any illnesses (which he can readily identify) in the bud.

It also aids him in breeding cattle for selective traits. He understands things like intra-muscular fat. "That's where the taste and the omega-3 oils are deposited. Unless you have cattle that are excellent in putting in intra-muscular fat—and that's a genetic trait—you're not going to get the flavor." So he hauls an ultrasound machine out to the bulls to decide which ones are best suited for breeding. "We choose the top ten out of forty. It's very demanding." Keeping close breeding records and not allowing any strange cattle into the herd are also necessary. "It's not an easy game," he admits. "It takes that kind of work to get special cattle." Despite the challenges, the results are rewarding for the 70-something-year-old. "I feel good about what we're doing."

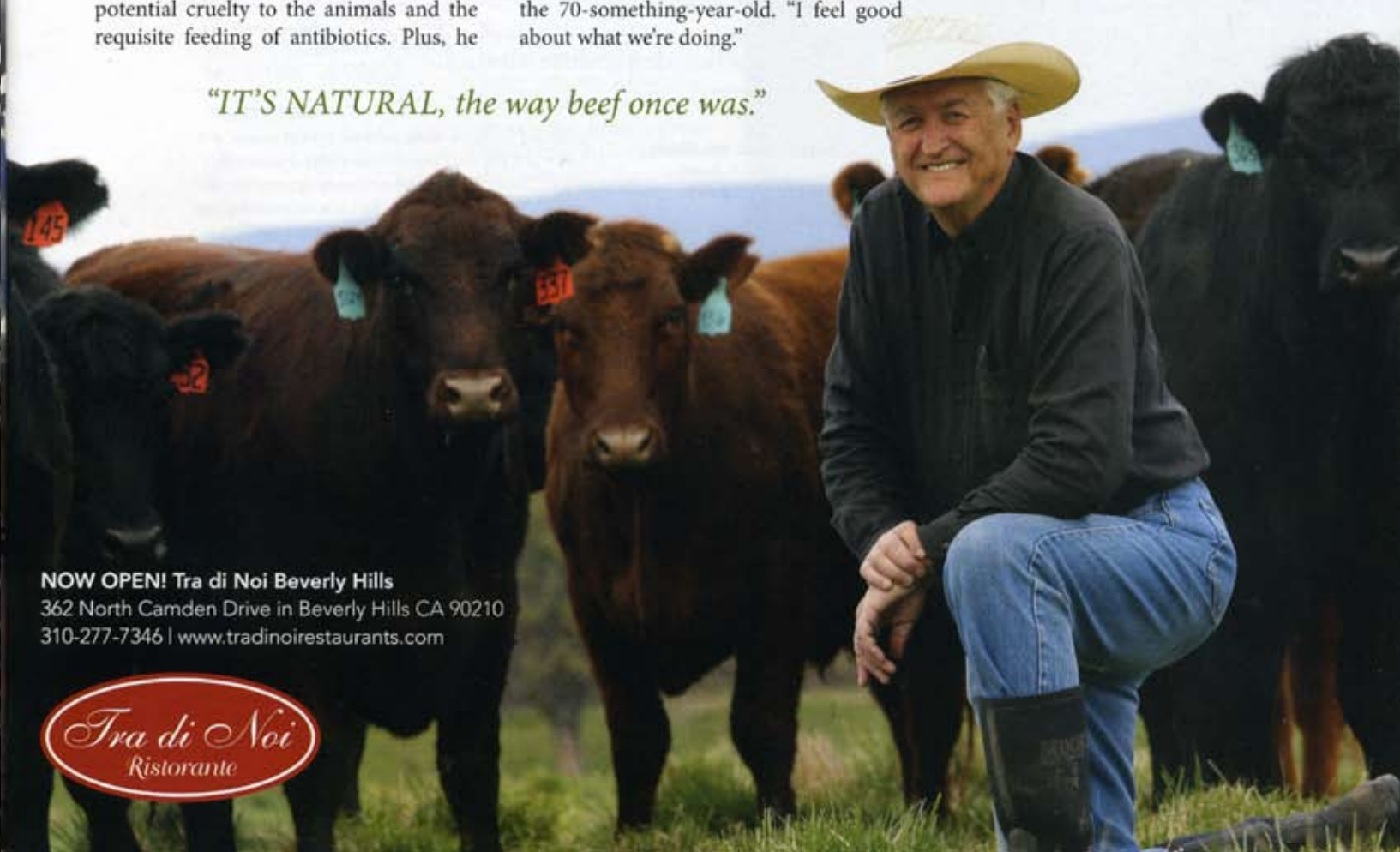
**WHEN CHEF VELASCO** gets his hands on Novy Ranches short ribs, he serves the special *Costoletta al Chianti* with a potato and leek purée.

So does chef Francesco Velasco. He loves the flavor of Novy Ranches Angus beef. He regularly purchases the ground beef but specialty cuts like short ribs are in short supply. Preference for the relatively small amount of beef the ranch produces is given to farmers' market customers but chefs and restaurants do get a chance at the very tasty, very special beef. When Velasco gets his hands on Novy Ranches short ribs, he braises them until meltingly tender in Chianti wine. Then he serves the special *Costoletta al Chianti* with a potato and leek purée.

**BELOW** | Veterinarian Lowell Novy on his ranch in northern California with some of his closed herd.

PHOTOS BY NOVY RANCHES

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