



Betsy Ross

Sustainable Growth Texas, LLC - Betsy Ross Grass-fed Beef - Ross Farm

Betsy Ross is dedicated to the proposition that healthy soil makes healthy plants and therefore healthy livestock and people. When she discovered that traditional agriculture in Texas has its roots in living, vibrant soil, Betsy instinctively gravitated towards an understanding of soil biology.

The current chemically-based agriculture practices since the 1950's have slowly whittled away at the living organisms and organic matter that the microbes in the soil depend upon. This living soil biology system is called the "Soil Foodweb."

Betsy has trained under Elaine Ingham, Ph.D. and studied to become one of the regions' authorities on the science and technique of building an optimal, efficient Soil Foodweb. As Texas' foremost expert on the "Soil Foodweb", she is a certified Soil Foodweb Advisor and consultant.

Today, she owns and operates several family businesses including Sustainable Growth Texas, LLC and manages the daily operation of a 500 acre cattle farm in Central Texas that produces Betsy Ross Grass-fed Beef.

Three years ago the Rosses began to return and manage soil biology via liquid compost. Since adding the soil biology back to the pastures, herd health, average daily gains, beef taste and tenderness have drastically improved as have the potential health benefits of the beef in the form of Omega 3 and CLAs. The farm's beef is marketed as "Betsy Ross Grass-fed Beef". More information can be obtained about this program at www.rossfarm.com.

Betsy, her brother Joe David, her son JR and daughter-in-law Kim, have recently formed a new, state-wide company that focuses on biological farming with the biology being returned to the land via compost tea/extract. More information can be obtained about this program at www.sustainablegrowth.com or www.sustainablegrowthtexas.com.

Betsy holds an undergraduate degree and masters of business from the University of Texas at Austin.