

## **Grazing America Conference Schedule\***

Thursday 6 pm

Opening Reception

Speaker - John Mackey, CEO Whole Foods Markets

Sponsored by Grass Point Farms

**Opening Reception** - Don't miss **John Mackey**, CEO of Whole Foods Market, and his presentation on the ***Future of Food***. This is a rare opportunity to hear a true visionary speak on the worldwide future of organic and alternative food production. The evening will also feature a pairing of locally sourced food prepared by some of Austin's most renowned chefs for a celebration of Real Farm Food.

**Participating Restaurants:** Hudson's-on-the-Bend, Aquerelle, Navajo Grill, Barr Mansion, WFM Culinary Center, Starlite, Sheraton Austin Hotel, Kerbey Lane Cafe, Cibo, Texas Farm to Table Cafe and Trio.

**Participating Producers:** Betsy Ross Grassfed Beef, Full Quiver Farms, Gunderman Farms Organic, Alexander Family Farm, Thunder Heart Bison, Loncitos Lamb, West Wind Farms, Bandera Grassland and My Father's Farm.

## **Friday Morning November 2, 2007**

**8:00-10:00 – Getting Started in Grass – Learning how to be a grassfed farmer by Mark Moseley.** Mark will cover some of the basic principles of becoming a grass fed farmer such as – what should you do first (ideally) before you buy any animals (soil testing, grass analysis, water, fencing, vet, farm plan etc.), how many animals can I keep on my land, how do I monitor how my animals are doing, how do I monitor my grass, followed by a Q&A period.

**8:00-10:00 – Using New Management Tools & Strategies On-Farm by Anne Malleau.** Part 1: Planning for positive health: the role of farm and health planning - how to design and use these plans on your farm and for farm assurance programs; Part 2: Alternative treatments in alternative systems – what are some other options to using antibiotics?

### **9:00-12:00 – Profitable Carcass Utilization**

**Profitable Carcass Utilization - The** carcass utilization session will be moderated by Bob Perry from the University of Kentucky. It will start with a panel discussion on the merits of using whole carcass in the retail and restaurant environment. The morning session will feature chef Monica Pope teamed with Edible Austin's Marla Camp and Whole Foods Market Lamar store meat team leader Jim McLallen. For the afternoon session nationally Recognized and award winning Chef Rick Bayless will be on the panel... Stuart Minnick from the UK will team with Jim McLallen of Whole Foods Market to lead the butchering

demonstration part of the session. The two meat cutters will compare value added cuts commonly used in the UK and Europe to the traditional cutting here in the US. As the carcass is broken down the meat cutters and panelist will discuss the various cuts and how they are used in their particular retail/restaurant. Jan Eitiel, senior meat analyst with Whole Foods Market, will be on hand to weigh measure and chart the cuts for a yield analysis of the carcass. This is a must see for producers, retailers and chefs to learn how to maximize profit and yield from each animal.

**10:00-11:00 – An Overview of the Grassfed Industry, the Way Nature Intended by Dr. William Swecker (Virginia Tech).** In a brief overview Dr. Swecker will highlight why grassfed is best and discuss the attributes of grassfed products. He will recount a bit of the history and how agriculture went from grass to grain and back to grass.

**10:00-12:00 – Good Livestock Handling Pays by Jennifer Woods.** The key to handling livestock effectively and with minimal stress is understanding the difference between prey and predator. We, as humans, are hunters, while livestock as predators spend their lives being hunted. This makes everything about us different - the way we think, the way we react, the way we see.... everything. In Jennifer's livestock lectures she teaches the difference between the two and how to use the animals natural instincts to improve handling skills, decrease loss and increase profit. Good livestock handling pays!

**11:00-12:00 – The Influence of Animal Temperament on Production Traits and Carcass Quality by Dr. Ron Randel and Dr. Rhonda Vann.** Dr. Vann and Dr. Randel will jointly consider the tremendous effect that temperament of the animal has on production and carcass quality. Dr. Vann will detail research on carcass traits and temperament while Dr. Randel will discuss other production traits in respect to temperament.

### **Lunch 12:00-1:30 with Linda Faillace**

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Linda Faillace is a writer, shepherdess, songwriter, and owner of a country store dedicated to supporting local farmers and locally grown food. She has studied mad cow disease since the early 1990s. A champion of organic and sustainable farming, farmer's rights, and strong local communities. Linda is the author of *Mad Sheep, The True Story Behind the USDA's War on a Family Farm*. The page-turning account of a government cover-up, corporate greed, and a courageous family's fight to save their farm.

### **Friday Afternoon Sessions 1:30 – 5:30**

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### **1:30 – 4:30 Profitable Carcass Utilization.**

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**1:30 – 3:30 Multi-Species Farming by Anna Bassett.** Anna will: i) discuss a brief history of multi-species farming; ii) describe the basic principles of such a system; iii) discuss starting out from scratch as well as switching over to this type of a system or adding animals as you go; iv) talk about things to watch out for; v) provide case studies from existing farms; vi) Q&A.

**1:30 – 2:30 Panning a Grassfed System Starting from the Carcass. What you need to know Concerning Supplements by Dr. William Swecker.** Dr. Swecker will present the science behind the comparative nutrient profiles of grass vs. concentrate fed animals. The effect of winter stocking at different growth rates on the final product and a presentation of how the fatty acids change over time. He will include a discussion of the use of various supplements in grassfed production.

**2:30 – 3:30 Impact of Pasture-Based Beef Finishing on Meat Quality, CLA levels, Consumer Acceptance and Producer Profitability by Dr. Carol Lorenzen and Dr. Kevin Moore.** Conjugated linoleic acid (CLA), a family of fatty acids, has many human health benefits and is naturally produced by ruminant animals. CLA content can be manipulated with animal diet. The objectives of this project were to: 1) determine the CLA content of beef from cattle finished on pasture or with grain supplements, 2) calculate the economic costs and returns to producers of pasture-based beef finishing, and 3) determine consumer preferences and willingness-to-pay for CLA enhanced beef. Pasture inclusion was able to increase CLA content of beef, in the cooked state, while maintaining acceptable eating quality. Consumers exhibited a willingness to pay

a premium for CLA enhanced beef. This was increased when consumers were more educated about CLA and its possible benefits to human health. Studies have confirmed that consumer acceptable beef can be produced for less cost under a pasture-based finishing system. Profit potential exists for supplemented pasture systems, but is dependent on sound gains and grazing management and targeted marketing to consumers willing to pay a premium for pasture-finished beef.

**3:30 – 5:30 What’s In a Label? Government Label Claims, Private/Third-Party Certification, and the Consumer Perspective.** This panel discussion, **Moderated by Dr. Lauren Gwin, PhD.**

Will include **Tammie Myrick**, Food Technologist, FSIS; **Mathew Buck**, Food Alliance; **Urvashi Rangan**, Senior Scientist, Policy Analyst for Consumers Union. Ms. Myrick will address government label claims for livestock products: (a) how they work (basic review); (b) updates, focusing on grass-fed standard & “naturally raised”. Matthew Buck will discuss how Food Alliance certification for livestock products works, lessons learned. He will also discuss, briefly, the new AGA-FA collaboration on grass-fed standards. Urvashi Rangan will bring into the discussion the consumer perspective on label claims: How are consumers managing (or not) the sea of information conveyed through these labels? Are consumers learning? Are they changing buying habits? How should producers adapt their marketing? Which labels appear to be useful in the marketplace?

**3:30 – 4:30 QA and Program Compliance for Whole Foods Market by Andrew Gunther.**

Mr. Gunther is the Senior Global National Animal Compassion Product Development and Sourcing Specialist and leads the Whole foods Market Global Meat Quality Assurance and Compliance Team.

Transparency in a world where the consumer is ever more educated and vigilant. Andrew Gunther Heads up the Whole Foods Welfare support and Compliance Team. Looks at gaining advantage by being transparent and recognizing new stakeholders in your program.

As the internet continues to shorten the communication chain and news spreads of perceived unsafe food, welfare and environmental challenges. Transparency and credibility can remove the threats and even enhance profitability.

**4:30 – 5:30 Grassfed Genetics  
Co-Hosted by Fair Oaks Ranch  
The Butchers eye Stuart Minick.**

Brings a life time of extensive grass fed beef production to the fore and speaks about genetics from a Butchers perspective.

Stuart currently works with Pure Breed European Angus cattle in the

Highlands of Scotland working directly with the Stockman to improve taste texture and yield. A fascinating dialogue from the other side of the fence.

### **Dinner 7 pm with Jo Robinson**

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“A Wild Ride” Jo Robinson will talk about the astounding progress grass farmers have made in recent years in transforming economical “locker meat” and ordinary farm food into highly sought-after, premium products. She will also talk about the new challenges the community faces as it begins to “fly above the radar.” As part of this discussion, she will describe some new/old ways to enhance meat tenderness, reduce pathogens, and increase the nutritional value of the food. She maintains that improving food quality and safety is the key to continued success.

### **Saturday Morning 8:00 – 1:00**

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**8:00-10:00 (repeating) – Using New Management Tools & Strategies On-Farm by Anne Malleau.** Part 1: Planning for positive health: the role of farm and health planning - how to design and use these plans on your farm and for farm assurance programs; Part 2: Alternative treatments in alternative systems – what are some other options to using antibiotics?

**8:00 – 10:00 Speaker’s Forum Q&A.** Speakers and producers will get together to discuss issues important to the grassfed industry.

### **9:00 – 1:00 Artisan Cheese making and Cheese Tasting by Dr. Larry Faillace.**

Dr. Larry Faillace is a cheese maker, farmer, and co-proprietor of Schoolhouse Market, a country store dedicated to local, organic, and artisanal foods. Since 1997, Larry and his daughter Jackie have created highly acclaimed raw milk cheeses from pasture raised animals. Together with Jackie and his wife Linda, Larry has taught more than 600 students in three-day cheese making workshops held at their cheese making facility in the beautiful Green Mountains of Warren, Vermont, as well as at various sites around the country. The cheeses and cheese workshops have been featured on “Martha Stewart,” “Food Finds” and in *Gourmet*, *Cooking Light*, *Working Mother*, *Elle*, *Ski*, *Travel and Leisure*, *Boston Globe*, and was recently seen on the “Today Show.” In this session you will participate in the making of a soft cheese and sample the taste of various cheeses.

### **10:00 – 1:00 Tours of Betsy Ross Farm and Boggy Creek Farm.**

## **Betsy Ross Farm - Betsy Ross**

### **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. She grew up on a ranch in West Texas in the 50's understanding that agriculture has its roots in living, vibrant soil. Her dad never let the children ride out of the water lot without their pockets and satchels stuffed full of 'new grass seed' that they were to throw out in the cedar piles as they rode by on their horses. 4-H grass judging was mandatory in the Ross family and Betsy and her brother Joe David Ross never missed a contest, as well as raising and showing steers, sheep and goats.

After years of city life, Betsy returned 13 years ago to the family farm located in Central Texas and took over the daily operation of a 500 acre cattle farm. Rich black farm land without large rocks, mesquites, or cactus to cope with, and with a 35" average annual rainfall, and 35 years off the land, she was challenged to learn an entirely new way to manage forages, livestock, infrastructure and the land.

Betsy realized that the current chemically-based agriculture practices 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 began to study and train with Elaine Ingham, Ph.D. ([www.soilfoodweb.com](http://www.soilfoodweb.com)) to become one of the regions's authorities on the science and technique of building an optimal, efficient "Soil Foodweb." She has become a certified Soil Foodweb advisor and consultant.

Betsy currently manages 200,000 to 300,000 pounds of beef on the Granger, Texas farm. Various herds are managed within the rotational grazing system with over 100 paddocks. Miles of underground water lines, extensive walkways, and electric fencing comprise the infrastructure. Each paddock is managed separately ecologically and biologically and extensive records are maintained.

In 2003 the Rosses began the journey to return and manage soil biology via Liquid Biological Amendments (LBA) of which Liquid Compost Extract is the backbone. 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". Presently finished beef is available in Whole Food Headquarter Store in Austin via an alliance of grass-fed beef folks, in holistic pharmacies, and via internet and farm sales. More information can be obtained about this program at [www.rossfarm.com](http://www.rossfarm.com).

With her brother Joe David Ross, her sister Kathryn Ross Chastant, her son JR Builta and daughter-in-law Kim, they have formed a state-wide company (Sustainable Growth Texas, LLC) that focuses on liquid biological farming/ranching. More information can be obtained about this program at [www.sustainablegrowthtexas.com](http://www.sustainablegrowthtexas.com).

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

**Boggy Creek Farm Tour.** The Farmhouse at Boggy Creek Farm is thought to be one of the three oldest still-existing homes in Austin. Although we have done a lot of research, we have not yet found a piece of paper stating the building date or the builder's name. We began our "back-to-the-farm movement" in 1981, when we acquired our Milam county farm, outside of Gause, which is located one and one-half hours northeast of Austin. At that time we were in other careers (real estate and art), so the farming was a week-end adventure. We were also raising our three children and none of them wanted to be seen with a hoe in their hands! Today we intensively cultivate the urban farm and also our country farm. At the Gause farm, we grow our main tomato crop, potatoes, onions, hard squash, summer squash, and other items we need in abundance. Specialty and salad crops, plus flowers, are grown in Austin. While the majority of our produce is sold from our farm stand at the Austin farm, a good amount of summer produce is available at our neighborhood Whole Foods Market, which is located about three miles from the farm. Boggy Creek has Market Days, and sells farmstead Cheeses, eggs and vegetables. Such noted Chefs as Alice Waters and many local Austin Chefs have graced the outdoor kitchen.

### **Once in a lifetime Opportunity during Grazing America Texas**

AGA Board Member and Grassfed Bison Producer, Hugh Fitzsimmons has generously donated a trip to his ranch just outside San Antonio during the days around Grazing America, November 1-4, Austin Texas.

Hugh will lead 8 folks on a tour of his stunning ranch, provide overnight accommodations and meals.

Hugh will also arrange for you to witness the Native American Field Harvest during your stay on the ranch.

*This is an opportunity of a lifetime.*

All proceeds from this event will be donated to the AGA.

Price per person \$ 350.00

For Information on Thunderheart Bison

<http://www.thunderheartbison.com/>

For more information, contact

Carrie Balkcom

Executive Director

877-774-7277

303 243 4300

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field@americangrassfed.org (put Bison in the subject line)

## Lunch on Your Own

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## Saturday Afternoon 2:00 – 6:00

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**2:00 – 4:00 Plenary Session on Grassfed Certification with Food Alliance and American Grassfed Association, by Scott Exo and Dr. Patricia Whisnant.** The American Grassfed Association (AGA), representing over 300 grassfed livestock producers, has rejected standards for grassfed claims scheduled to be announced this fall by the United States Department of Agriculture, protesting rules that allow confinement of animals and the use of hormones and antibiotics. In rejecting the USDA standard, AGA said it would partner with the non-profit organization Food Alliance to promote a separate standard and certification program for grassfed livestock.

**4:00 – 6:00 RAFT Picnic with Gary Nabhan. *The Austin RAFT Picnic will feature the unique foods and food traditions of Central Texas.*** The picnic is a project in conjunction with the Edible Austin the Chefs Collaborative and Slow Food Austin. Local chef, **Jesse Griffiths** of Dai Due Supper Club, is organizing and cooking the food and **Gary Nabhan**, one of the founders of RAFT and author of *Coming Home to Eat: The Pleasures of Politics and Local Foods* will be the keynote speaker. **RAFT, Renewing America's Food Traditions** was developed by seven conservation, education and food organizations to identify, restore and celebrate heritage foods. The Austin Picnic is one of five around the country, begun to create an awareness of agricultural conservation to preserve the vanishing heritage breeds, heirloom vegetables and as well as the regional food traditions that are disappearing from America. The goal is to get the rare and endangered foods back in use. Culinary activist, Poppy Tooker calls this approach "Eating to Save it".

## Sunday Morning 8:00 – 12:00

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**8:00 – 12:00 American Grassfed Association General Session Annual Meeting.  
Elections and Governance Sessions -**

\*( subject to change due to flight delays, and unforeseen mishaps. AGA will make every effort to adhere to this schedule)

\*Final Chef Demo Schedule will be posted 10-15-2007

