

PRESS RELEASE [1/5/2005]: AGA TO HOLD 2nd ANNUAL CONFERENCE, MARCH 4-6, 2005

American Grassfed Association to Hold 2nd Annual Conference, March 4-6

KIOWA, COLO.—The American Grassfed Association (AGA) will hold its second annual conference, March 4-6, in Clay City, Ind., near Terre Haute. Keynote speaker on the opening night of the conference will be *Stockman Grass Farmer* Editor and Noted Author Allan Nation, who will talk about grass finishing guidelines. The conference is hosted by AGA board member Alan Yegerlehner and his family, who produce Grassfed milk and make farmstead cheeses.

"The AGA has made tremendous progress in its less than two years as an organization," said Marlene Groves, a Kiowa, Colo., bison producer and president of AGA. "The conference is aimed at celebrating these successes, as well as mapping out priorities for the coming year. We welcome producers, other members and anyone else interested in the Grassfed industry and products to attend this conference."

Also addressing the AGA conference will be Dr. Tilak Dhiman, associate professor, Utah State University, Animal Nutrition Department. Dhiman is a nationally recognized researcher on the nutritional differences between Grassfed and conventional foods. His research supports Grassfed producers and helps them fine-tune their production practices.

Other speakers include U.S. Department of Agriculture Meat Specialist Carla Gerkin, who will provide an update on Grassfed marketing claims and Consumers Union representative Urvashi Rangan, who will give tips on marketing Grassfed products to consumers. Dr. Don Bixby of the American Livestock Breed Conservancy will talk to conference participants about the connection between Grassfed production and conservancy. Also invited is Dr. John Maltby, Front Line Supervisor, USDA, FSIS, Indiana.

The conference begins with a board meeting Friday, March 4, at 10 am. General conference registration is Friday from 4-5 pm. A full day of activities is planned for Saturday, March 5, including the AGA's annual business meeting, special speakers, a tour of the Yegerlehner's Dairy and cheese shop, and meals prepared by AGA Chef Advisor Eric Stenberg, of the Nationally Acclaimed Savory Olive Restaurant in Bozeman, Montana, Local Indiana Chef, David Tallent of Tallent's Restaurant in Bloomington, Indiana,.

See AGA's website (listed below) for a detailed schedule and registration form.

At the Saturday morning business meeting, members will elect officers and other board members. Those interested in seeking an office, a board position or membership on a committee are invited to see the AGA website or phone the AGA office at *877-77-GRASS or 303- 243-4300*.

In other AGA business, conference participants will get a first look at AGA Grassfed standards for ruminants, discuss organizational growth and upcoming priorities and consider a proposal for an AGA trademarked Grassfed logo.

The conference is open to anyone; Registration is discounted for members, as well as for those registering prior to Feb. 15. All conference meals will include Grassfed products prepared by gourmet professionals.

The AGA was established in September 2003. It is comprised of producers, food industry personnel, health care professionals and private consumers. For more information on the AGA, visit www.americangrassfed.org or call 1-877-77GRASS.