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GRAZING AMERICA TEXAS

THE PREMIER GRAZING CONFERENCE IN AMERICA,

Building a Bridge Between the Farm and the Table

American Grassfed Association has become the name that speaks for grassfed production in America. In this fourth annual conference grassfed producers will be brought together with the consumer end users (retailer, customer, and chef) to network, learn and share information in the direct route from the farm to the table.

The list of speakers and presenters include **Jo Robinson**, author of *Pasture Perfect*; **Linda Faillace**, author of *Mad Sheep-The True Story Behind the USDA's War on a Family Farm*; **Rick Bayless**, award winning chef-restaurateur and author; **Gary Nabhan**, author of *Coming Home to Eat, the Pleasures and Politics of Local Foods*; **Tammie Myrick**, Label and Consumer Protection Staff of USDA; and **Monica Pope**, chef-restaurateur and the only Texas woman named Best New Chef by Food & Wine Magazine. In addition to this list of speakers, **Mr. John Mackey**, *Founder and CEO of Whole Foods* will be speaking at the opening reception.

This conference will cover the full range of production topics from forages, genetics, influence of handling and disposition on carcass value, innovative chef demonstrations on how to use grassfed products and the merit of whole carcass value. In addition to the educational courses tours to some area farms will be offered as well as a presentation of RAFT (Renewing American Foods Traditions), a cooperative effort of The Chefs Collaborative, Slow Food, and American Grassfed Association will be held on Saturday afternoon.

At this time the American Grassfed Association will also roll out its certification program in conjunction with the Food Alliance and how this verification process will work.

The dates for this important and exciting conference will be November 1-4, 2007 in Austin, Texas. Location of the conference will be the Sheraton at the Capitol. Make plans now to attend and watch for more information at the American Grassfed Association website www.americangrassfed.org beginning in September.

If you would like more information about this topic or to schedule interviews contact Carrie Balkcom at 877-774-7277 (aga@americangrassfed.org) or Patricia Whisnant at 573-996-5333 (whisnant@windstream.net).

For sponsorship and/or display information contact AGA at 877-774-7277 or aga@americangrassfed.org .