



**May 30-31
2012**
**Texas A&M
College Station
campus**

for more information

Dr. Rick Machen
rmachen@ag.tamu.edu
Office 830.278.9151

To register go to:
<http://agriferegister.tamu.edu>
Keyword: Grassfed

Hosted by
Texas AgriLife Extension
Service
Animal Science

Texas AgriLife Extension Service hosted its first conference focused on grassfed beef production in June 2011 and judging by the comments from the 60+ participants, it was a huge success.

If you missed that learning opportunity and want to learn more about grassfed beef production, mark your calendar for May 30-31, 2012 to be in College Station for this year's **Grassfed Beef Conference**.

We're excited about the interest among participants and the outstanding lineup of speakers that will come together for this information-sharing opportunity. As we (hopefully) emerge from the severe drought of 2011, now is the time to re-evaluate forage and beef production systems.

Here's a quick preview of the agenda:

- Overview of the US Beef Industry
- Handling Cattle for Wholesome Beef
- Defining natural, grassfed and organic
- Carcass fabrication... a demonstration
- Growing forage – the fundamentals
- Consumers... and their expectations
- Cattle types suited for grassfed beef
- A Taste of Texas Beef
- Forage-based nutrition for cattle
- Marketing a unique product
- Preventative herd health
- Economics and Sustainability

