



**May 26-27
2016**

**Texas A&M
College Station
campus**

for more information

Dr. Rick Machen

rmachen@ag.tamu.edu

Office 830.278.9151

To register go to:

<https://agriferegister.tamu.edu/Beef>

Register by phone 979.845.2604

Texas A&M AgriLife Extension Service is pleased to announce the fifth conference focused on grassfed beef production.

Consumer interest in natural, grassfed and organic beef continues to rise. If you'd like to learn more about grassfed beef production and how it's different, mark your calendar for May 26-27, 2016 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. Here's a chance to learn more about beef production... from pasture to plate.

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
- Sustainability

