



**May 29-30
2014**

**Texas A&M
College Station
campus**

for more information

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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 fourth conference focused on grassfed beef production.

Consumer interest in natural, grassfed and organic beef is on the rise. If you'd like to learn more about grassfed beef production and how it's different, mark your calendar for May 29-30, 2014 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 drought, 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
- Defining natural, grassfed and organic
- Growing forage – the fundamentals
- Cattle types suited for grassfed beef
- Forage-based nutrition for cattle
- Preventative herd health
- Handling Cattle for Wholesome Beef
- Carcass fabrication... a demonstration
- Consumers... and their expectations
- A Taste of Texas Beef
- Marketing a unique product
- Sustainability

