



**May 30-31  
2013**

**Texas A&M  
College Station  
campus**

*for more information*

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*To register go to:*

<https://agriliferegister.tamu.edu>

Keyword: Grassfed

Register by phone 979.845.2604

Texas A&M AgriLife Extension Service is pleased to announce the third 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 30-31, 2013 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
- 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

