

Grass Finished Beef: Melding Production and Marketing

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GRASS FINISHED BEEF
MELDING PRODUCTION AND MARKETING

GRASS
FINISHED VS. ?



HAVE YOU EATEN YOUR
OWN
Product?

IT DEPENDS.....

#1
KNOW YOUR MARKET(S)

- What are expectations of the Market?
- Rules/Audits?
- Size and Quantity?
- Supply expected year round?

GRASS FED
MARKET
MAY HAVE ADDITIONAL
REQUIREMENTS
OUTSIDE OF HOW THE
ANIMAL WAS FED.



MY MARKET

- **WHOLE FOODS**
- 1. GAP CERTIFIED EVERY 15 MONTHS
- 2. HAULING RECORDS, FARM MANUAL, WEANING AGE AND CASTRATION AGE
- 3. AND THE NO'S.....
- ANTIBIOTICS, ADDED HORMONES, IONOPHORES, ORGANOPHOSPHATES

#2
PLAN BASED
ON
Market Demands



- Genetics play a huge role (maybe as much as half the equation)
- Feed plays a huge role (maybe as much as half the equation)
- Management of the above two, plays a huge role!

GENETICS

- Some breeds are better suited than others
- Frame size
- Grass background
- Depth and Capacity





LOTS OF BREEDS AND
CROSSES
CAN WORK!

FEED

What type of pasture?





ALFALFA/OG



MIXED
GRASS
And Clover
And forbs



THE GOAL IS TO KEEP THEM FULLY FED.



ACKNOWLEDGE ISSUES

- Lots of obstacles
- 1. Winter
- 2. Skipping a Year for initial payment
- 3. Learning what works and what doesn't
- 4. Additional class of animal on farm



THANK
YOU!

