

# **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!

