Grass Finished Beef: Melding Production and Marketing

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Winchester, KY
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 CROSSSES 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!