

Grassfed Beef Production Conference

Thursday, May 26

Rosenthal Meats Center

Moderator – Dr. Jason Cleere

9:00 A View of the US Beef Industry from 30,000 feet

Dr. Ron Gill, *Texas A&M Agrilife Extension Service*

10:00 Growing Forages for Grassfed Beef

Dr. Monte Rouquette, *Texas A&M Agrilife Research*

11:30 Your Check-off Dollar at Work

Russell Woodward, *Texas Beef Council*

12:00 Lunch

Moderator – Dr. Rick Machen

1:00 Defining Natural, Grassfed and Organic Production Systems

Dr. Rick Machen, *Texas A&M Agrilife Extension Service*

2:00 Cattle Best Suited for Grassfed Beef

Dr. Steve Hammack, *Texas A&M Agrilife Extension Service*

3:00 Preventative Herd Health Management

Dr. Joe Paschal, *Texas A&M Agrilife Extension Service*

4:00 Adding Grass Finishing to a Cow/Calf Enterprise

Jason Van Tassell, *Paniolo Cattle Co. and Parker Ranch, Hawaii*

5:00 Questions & Conversations about grassfed beef

5:30 A Grassfed Prime Rib Dinner

Dr. Davey Griffin, *Texas A&M AgriLife Extension Service*

Low-Stress Handling Cattle for Wholesome Beef

Dr. Ron Gill, *Texas A&M Agrilife Extension*

Louis Pearce Pavilion

Friday, May 27

Rosenthal Meats Center

7:30 Coffee & Kolaches available

Moderator – Dr. Ron Gill, Assoc. Dept. Head, Animal Science

8:00 Fabrication – from Carcass to Retail Cuts

Drs. Davey Griffin and Dan Hale, *Tx A&M AgriLife Extension Service*

11:00 The Tale of Two Beefs

Hawley Poinsett, Sr. Nutrition Manager, *Texas Beef Council*

12:00 Lunch

Moderator – Dr. Rick Machen

1:00 Production & Marketing Grassfed Beef (Producer Panel)

Sam Keller, *Hillside Beef, Fredericksburg, TX*

Jason Van Tassell, *Parker Ranch, Hawaii*

Cody Marburger & Nichole Francis, *Nolan Ryan Beef, Huntsville, TX*

4:30 Adjourn

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