Texas A&M AgriLife Extension Service is pleased to announce the fifth conference focused on grassfed beef production.

Consumer interest in natural, grassfed and organic beef continues to rise. If you’d like to learn more about grassfed beef production and how it’s different, mark your calendar for May 28-29, 2015 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. Here’s a chance to learn more about beef production… from pasture to plate.

Here’s a quick preview of the agenda:

- Overview of the US Beef Industry
- Defining natural, grassfed and organic
- Growing forage – the fundamentals
- Cattle types suited for grassfed beef
- Forage-based nutrition for cattle
- Preventative herd health
- Handling Cattle for Wholesome Beef
- Carcass fabrication… a demonstration
- Consumers… and their expectations
- A Taste of Texas Beef
- Marketing a unique product
- Sustainability

May 28-29  
2015  
Texas A&M  
College Station campus

for more information  
Dr. Rick Machen  
rmachen@ag.tamu.edu  
Office 830.278.9151  
To register go to:  
https://agriliferegister.tamu.edu/Beef  
Register by phone 979.845.2604

Hosted by  
Texas A&M AgriLife  
Extension Service  
Animal Science