

# 2009 Mid-Atlantic Grass-Fed Beef Conference

## “Making Sense of Grass-Fed Beef”

August 11 and 12, 2009  
Sheraton Imperial RTP



**SPONSORED PROJECT**

The project received funding from The NC Tobacco Trust Fund Commission in conjunction with the Lois G. Britt Agribusiness Center at Mount Olive College and the NC Cooperative Extension Service at NC State.

### Hotel Information

Sheraton Imperial RTP

I-40 Page Road exit

\$105 per night plus tax

Secure reservation at 1-800-325-3535

Ask for Grass-Fed Beef Conference Block Rate

### Agenda

#### August 11

- 8:00 a.m. - 4:30 p.m. **Pre-Conference Tour:** Baldwin Beef, Rogers Cattle Company, Triple B Farms  
*Space limited / Tour Pre-registration required*
- 7:00 - 9:00 p.m. **Grass-Fed Beef Banquet with Producer Panel**  
Scott Barao, Jorgensen Fndn. & MD Cattlemen's Assn.  
Jamie Ager, Hickory Nut Gap Farm  
Will Harris, White Oak Pastures  
Johnny Rogers, Rogers Cattle Company

#### August 12

- 8:00 a.m. Bryan Blinson, NC Cattlemen's Association  
**\*Breakfast Welcome and Introductions**
- 8:15 a.m. William Upchurch, Executive Director  
**NC Tobacco Trust Fund Commission**
- 8:30 a.m. Sandy Maddox, Mount Olive College  
**Supply and Demand for Grass-Fed Beef**
- 8:45 a.m. Matt Poore, NC State Cooperative Extension  
**Why Grass-Fed Beef? What are the Economic Driving Forces and What We Know / Don't Know About the Issues?**
- 9:30 a.m. Scott Barao  
**Genetics for Producing Grass-Fed Beef**
- 10:35 a.m. Mark Kennedy, NRCS (MO)  
**Grazing Management to Meet Animal Performance Targets**
- 11:25 a.m. Jamie Ager  
**Small Producer Marketing-Creating Customers: Getting your Beef in Their Mouth**
- Noon - 1:45 p.m. Susan Duckett, Clemson University  
**\*Luncheon Keynote Speaker: Benefits of Grass-Fed Beef**
- 1:45 p.m. Will Harris  
**Processing and Wholesale Marketing**
- 2:20 p.m. Loren Cordain, Colorado State University  
**How Beef and Specifically Grass-Fed Lean Beef Fits into a Healthy Diet**
- 3:35 p.m. Carrie Balkcom, American Grass-Fed Association  
**Understanding Labeling Issues and How the Grass-Fed Label Should Be Used**
- 4:10 p.m. Steve Washburn, NC State Cooperative Extension  
**Panel Discussion (all speakers)**
- 5:15 p.m. Adjourn

\* Meals included in registration fees

### Conference Registration Form

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone/Cell: \_\_\_\_\_ Email: \_\_\_\_\_

Attending (check all that apply):

#### August 11th 8:00 a.m.-4:30 p.m.

Buses leaving from Sheraton Imperial RTP

Pre-Conference Farm Tour \$25.00

**Pre-registration for tour is REQUIRED / Space limited**

#### August 11th 7:00-9:00 p.m.

Grass-Fed Producer Panel and Dinner

\$25.00 each \* \$50.00 if registering on-site

#### August 12th 8:00 a.m.-5:00 p.m.

“Making Sense of Grass-Fed Beef” - Educational Series

\$75.00 each \* \$100.00 if registering on-site

**Deadline for Pre-Registration: July 24, 2009**

**One form per attendee**

Checks should be made payable to *Mount Olive College* (please include *Grass-Fed Beef Conference* in the memo line).

Mail conference registration form and checks to:

Lois G. Britt Agribusiness Center

Mount Olive College

652 R.B. Butler Drive

Mount Olive, NC 28365

### Questions?

Contact Sandy Maddox at Mount Olive College:

smaddox@moc.edu or (919) 658-7682

www.mocagbiz.com