

11th Annual  
Vermont Grazing Conference

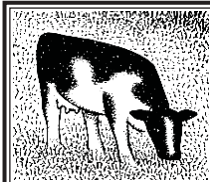
# Overcoming Obstacles to Direct Marketing

with keynote speaker  
Mark McAfee  
Farmer and Founder of  
Organic Pastures Dairy Company,  
Fresno, CA

Saturday, January 20, 2007  
Vermont Technical College  
Randolph Center, VT

A fantastic one day conference featuring workshops for beginning and experienced livestock farmers, diversified and dairy farmers, and anyone interested in improving their farm-based business, or supporting grass-based food systems!

More information and online registration at [www.uvm.edu/~pasture](http://www.uvm.edu/~pasture) or by contacting Jennifer Colby at (802) 656-0858 or [jcolby@uvm.edu](mailto:jcolby@uvm.edu)



Conference coordinated by Vermont Pasture Network partners  
the UVM Extension Center for Sustainable Agriculture and  
the Vermont Grass Farmers' Association.



# Welcome to the 11<sup>th</sup> Annual Vermont Grazing Conference!

Like many farmers across the country, Vermont farmers are at a crossroads. New techniques, new ideas, and new inspiration are needed for Vermont's farms to survive and flourish. This year, the conference sought experience from the nation's other coast to address attendees requests for an inspirational speaker with practical application.

Mark McAfee is the founder of Organic Pastures Dairy Company, a certified organic, certified raw milk dairy in Fresno, California. OPDC is one of the few remaining family-owned, family operated dairies in California, and produces pastured milk using mobile milking parlors Mark designed himself. OPDC sets higher standards for its dairy products than California state law requires, and goes so far as to post bacteria counts on its web site. We are very excited to learn more from Mark through his keynote address and workshops.

This conference was developed with the help of a committee of dedicated farmers and technical advisors who volunteer their time in order to produce a high quality and useful conference for New England livestock farmers. In response to evaluation comments, we have expanded the conference workshops to assist graziers with different experience levels and interests, as well as moving our raffle to the end of the day, adding credit card payments, and expanding workshop choices to bring group size down.

We look forward to spending a blustery January day with a group of our friends and neighbors, visiting, learning, and catching up while digging in to the much-beloved cheese table. Join us!

—2007 Vermont Grazing Conference Organizing Committee  
Rebekah Murchison, Chair  
Laurie Comstock  
Rob MacLeod  
Lisa McCrory  
Todd Shuttleworth  
Henry Tiffany  
Jenn Colby, Conference Coordinator

## Special Lunch Sessions!

Lunch will be served in Judd Gymnasium this year, avoiding the long cold walk up the hill, and providing more time to visit with old friends. For those who would like to grab a plate of food and make the most of the day, several additional sessions will be held during the lunch hour:

- ☀️ Plant Identification with Sid Bosworth. Sid has been growing forage grasses and legumes in the VTC Greenhouse just for you! Learn to identify some common plants and see if you have them in your own fields.
- ☀️ Organic Dairy Transition with the NOFA Dairy & Livestock Team. Lisa McCrory, Sarah Flack, Willie Gibson, and Dave Rogers will be available for a special question and answer session for transitioning organic dairy farmers, covering topics such as the National Organic Standards, herd health treatments, and forage management.
- ☀️ Updates on the National Animal Identification System. This informal session will include updates on the status of the federal program.

If you have dietary restrictions or needs, please contact us.  
We will do our best to accomodate you!

Directions to Vermont Technical College  
Take I-89 Exit 4 off and proceed uphill on Route 66 for approximately one mile. When you reach an intersection, the entrance to VTC is directly across from you. The route will be marked from the Interstate exit.

Online registration via credit card, electronic checks and PayPal now available at [www.uvm.edu/~pasture!](http://www.uvm.edu/~pasture)

Questions about the conference? Contact Jennifer Colby at (802) 656-0858 or [jcolby@uvm.edu](mailto:jcolby@uvm.edu) or (802) 656-5459 or [sustainable.agriculture@uvm.edu](mailto:sustainable.agriculture@uvm.edu).

## Balancing Grain & Grass

The Cornell Net Carbohydrate and Protein Model uses multiple approaches to account for the varied effects of feed carbohydrate and protein ratios on animal performance in forage systems. Dr. Larry Chase, who helped develop the model, will outline how it works and why. Kevin Kouri of Poulin Feeds will walk through practical application of the model using real life examples.

## Rotational Grazing 101

Set yourself up for grazing success. Learn the basics of grazing, including how to calculate dry matter intake and paddock size. We'll talk about farm layout, why you should test your soil, and what to do about those pesky weeds.

## Making the Most of Sheep & Goats

Goats and sheep are excellent agents to clear land, manage invasive species, and complement other grazing animals. Meat goat producer Ken Spaulding and a sheep producer will detail the many ways these small ruminants can work for you.

## Pastured Poultry From A to Z

Jim Hayes of Sap Bush Hollow Farm has grown his pastured poultry and diversified farm operation steadily over a number of years, and has much to share with us on production methods, feed balancing, processing, and more.

## NE Pasture & Forage Research Reports

Heather Darby and Sid Bosworth, UVM Extension agronomists, will report on several ongoing research projects, including a small scale organic grains project, and a project assessing on-farm pasture availability and forage quality for dairy feed planning.

## The Business Side of Marketing Grass Fed

Jeannette Fellows and Adele Hayes successfully market the benefits of grass fed products to hundreds of direct sale customers each year. Listen to how they tap into these customers, set prices, and show the world why grass fed is best.

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More Information at [www.uvm.edu/~pasture](http://www.uvm.edu/~pasture)

## Producing & Marketing Raw Milk

Keynote speaker Mark McAfee will go into depth about how raw milk certification works in CA, the kinds of management and testing systems used to maintain excellent quality, and some of the ups and downs of handling such a perishable product. At the end of this session VT farmer Lisa Kaiman, who helped author the VT raw milk bill, will share an update on its status.

## Get To Know Your Processing Partners

The essence of a good relationship is communication, and livestock processing is no exception. Join this facilitated conversation between state and federally-inspected ruminant and poultry processing facilities, as we discuss how to strengthen producer-processor relationships for a stronger livestock processing network.

## Marketing Meat Goats & Grassfed Lamb

Dr. Tatiana Stanton works closely with NY meat goat producers to develop marketing tools, evaluate the best choices for sustainable profits, and produce informational fact sheets for producers. Bruce Hennessey direct markets grassfed lamb through multiple channels, including his own farm stand and direct to customers.

## Managing Horses to Improve Pasture

Managing horses to get the most out of pasture feed includes a unique set of challenges. Gwyneth Harris and Neal McNaughten, who rotationally graze draft horses on rented property, will talk about strategies to manage successfully. Betsy Greene will outline recent projects to establish sacrifice areas minimizing hoof damage, and maximizing pasture.

## Biosecurity--Beyond the Footbath

Biosecurity issues span all types of livestock and all farm sizes. UVM Extension Specialists Sam Comstock and Julie Smith with veterinarian Dr. Todd Johnson, will share examples of existing and historical animal health issues, as well as leading a discussion about practical planning for prevention of future disease outbreaks. Target species include poultry, horses, cattle, small ruminants, and swine.

## Economic Snapshots of Organic & Grassfed Dairy

Bob Parsons, UVM Extension economist, and Jeanette Fellows of Chase Hill Farm will outline data and information from their research and personal experiences. Bob will present the results of the Organic Dairy Profitability Study's second year. Jeannette and her husband Mark operate a seasonal 100% grass based dairy in MA, marketing milk directly to consumers.

**Managing Organic Pastures Dairy Company**  
Keynote speaker Mark McAfee founded a pastured, certified organic raw milk dairy farm and company. Here he will discuss farm management practices including his self-designed mobile milking parlor, rotation systems, and how his family fits into the big picture.

**Choosing the Best Grass Genetics**  
Ridge Shinn returns with more results from his beef and dairy genetics research at Bakewell Reproductive to help producers select the best animals for grass-based production. Ken Spaulding presents a different view of decisionmaking needs as he focuses on meat goat genetics.

**Managing Meat Goats on Pasture and Browse**  
Dr. tatiana Stanton also operates Hawk Hill Meat Goats, where she manages her own goat herd on pasture and browse. tatiana will review pasture management practices for goats including nutrition and internal parasite issues.

**Pastured Pigs From Farrow to Forty to Finish**  
Bruce Hennessey and Ann VanArsdale share their two systems of raising pastured pork. Ann farrows heritage breed pigs year round on pasture in huts using no electricity, raising piglets to 40 pounds. Bruce farrows inside a solar barn, raising piglets to market weight while using them to reclaim fallow land.

**Building Topsoil and Marketing Carbon for the Future**  
“Achieving climatic stability, building new topsoil and earning \$100,000 a year extra income on 100 acres of grass”. Sounds great, doesn’t it? Abe Collins will review of strategies for increasing soil organic matter through grazing and related practices, and discuss the benefits of becoming a “Carbon Farmer of America.”

**Understanding VT State Processing Regulations**  
VT Ag Agency staffers Randy Quenneville and Ed Jackson will detail regulations for livestock processing and sales, leaving plenty of time to answer your questions.

\$1,000



\$500

The Conservation Fund



\$250

- Brookfield Agricultural Services
- Shelburne Farms
- Vermont Agency of Agriculture
- Vermont Economic Development Authority
- Vermont Land Trust
- Wellscroft Fence Systems, Inc.
- Yankee Farm Credit

Many thanks to our generous sponsors and volunteers who share their time, energy, food, products and information to help this conference be successful and useful to livestock farmers throughout Vermont and New England. A complete listing will be available at the conference.



VT Pasture Network at the UVM Center for Sustainable Agriculture



University of Vermont Extension



Northeast Organic Farming Association of Vermont



Vermont Grass Farmers Association



Eleventh Annual Vermont Grazing Conference  
**Overcoming Obstacles to Direct Marketing**  
 January 20, 2007 Vermont Technical College, Randolph Center, VT



8 - 9 am Registration and Trade Show

9 - 9:15 am Opening Remarks

9:15 - 10:00 am Keynote Presentation: Mark McAfee, Organic Pastures Dairy Company

Dairy	Grass-fed Meats	Small Ruminant	Diversified	Technical	Business
<b>Session One: 10:15 - 11:30 am</b>					
<b>Balancing Grain &amp; Grass</b>	<b>Rotational Grazing 101</b>	<b>Making the Most of Sheep &amp; Goats</b>	<b>Pastured Poultry From A to Z</b>	<b>NE Pasture &amp; Forage Research Reports</b>	<b>The Business Side Marketing Grass Fed</b>
Larry Chase, Cornell University	Rachel Gilker, VT Pasture Network	Ken Spaulding, Stony Knolls Farm	Jim Hayes, Sap Bush Hollow Farm	Heather Darby, UVM Extension	Adele Hayes, Sap Bush Hollow Farm
Kevin Kouri, Poulin Grain				Sid Bosworth, UVM Extension	Jeanette Fellows, Chase Hill Farm

11:45 am - 1:00 pm Lunch and Tradeshow in Judd Gymnasium--Optional Lunch Sessions

<b>Session Two: 1:15 - 2:30 pm</b>					
<b>Producing &amp; Marketing Raw Milk</b>	<b>Get to Know Your Processing Partners</b>	<b>Marketing Meat Goats &amp; Grassfed Lamb</b>	<b>Managing Horses to Improve Pasture</b>	<b>Biosecurity-Beyond the Footbath</b>	<b>Economic Snapshots of Grass fed &amp; Organic Dairy</b>
Mark McAfee, Organic Pastures Dairy Company	Royal LaRocque, Royal Butcher	Dr. tatiana Stanton, Cornell University	Betsy Greene, UVM Extension	Sam Comstock, UVM Extension	Jeanette Fellows, Chase Hill Farm
Lisa Kaiman, Jersey Girls Dairy	Bill Thompson, Cavendish Game Birds	Bruce Hennessey, Maple Wind Farm	Gwyneth Harris	Dr. Todd Johnson VT APHIS	Bob Parsons, UVM Extension
	John Wing, Over-The-Hill Farm		Neal McNaughten	Dr. Julie Smith, UVM Extension	

<b>Session Three: 2:45 - 4:00 pm</b>					
<b>Managing Organic Pastures Dairy Co.</b>	<b>Choosing the Best Grass Genetics</b>	<b>Meat Goat Production on Pasture and Browse</b>	<b>Pastured Pigs From Farrow to Forty to Finish</b>	<b>Building Topsoil &amp; Marketing Carbon For the Future</b>	<b>Understanding VT State Processing Regulations</b>
Mark McAfee, Organic Pastures Dairy Company	Ridge Shinn, Bakewell Reproductive	Dr. tatiana Stanton, Cornell University and Hawk Hill Meat Goats	Ann VanArsdale, High Meadows Farm	Abe Collins, Cimmarron Farm	Randy Quenneville, VT Ag Agency
	Ken Spaulding, Stony Knolls Farm		Bruce Hennessey, Maple Wind Farm		Ed Jackson, VT Ag Agency

4:15 - 4:45 pm Closing Remarks, Raffle, & Ice Cream Social

## Additional Information

Scholarships are available through the Strolling of the Heifers Farmer Education Fund. This fund may be used to cover conference registration or the cost of replacement help needed in order to attend.

Scholarship forms may be downloaded at  
[www.strollingoftheheifers.com](http://www.strollingoftheheifers.com).

For paper applications contact Laurie Garland at (802) 257-1646.



The Vermont Grass Farmers Association Annual Meeting will be held at the Barre Farm Show Thursday, January 25 at 10 am

The VGFA is excited to announce this change to support grass farmers' greater presence at the Farm Show. To join the VGFA board or serve on Outreach, Technical, Conference or other committees please contact Nat Bacon at [nsbacon@shelburnefarms.com](mailto:nsbacon@shelburnefarms.com) or (802) 985-8675.



VGFA memberships are now synchronized to the calendar year. If you've recently renewed your membership to participate in the 2007 Directory, be sure to register for the conference at the member rate!



If you require any special accommodations to participate in this program, please contact the UVM Center for Sustainable Agriculture at (802) 656-5459, or e-mail [sustainable.agriculture@uvm.edu](mailto:sustainable.agriculture@uvm.edu), at least two weeks in advance.



Online registration via credit card, electronic checks and PayPal now available at [www.uvm.edu/~pasture](http://www.uvm.edu/~pasture)!



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More Information at [www.uvm.edu/~pasture](http://www.uvm.edu/~pasture)

## Registration Form

Name \_\_\_\_\_

Farm/Org \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

### Registration

**FIRST person  
representing farm,  
organization or family**

VGFA Member rate: \$35 \_\_\_\_\_

Non Member rate: \$50 \_\_\_\_\_

VGFA Membership: \$20 \* \_\_\_\_\_

\$5 for each additional person 16 or older X \_\_\_\_\_ = \_\_\_\_\_

Total amount due: \_\_\_\_\_

Additional attendee names: \_\_\_\_\_

*\* If you recently renewed to participate in the 2007 Grassfed Directory, you don't need to renew today!*

A fabulous seasonal local lunch is available for only \$10 per person!

\$10 X \_\_\_\_\_ lunches Total amount due: \_\_\_\_\_

*Buffet will include meat and vegetarian items. Lunch is free for kids under 8!*

Please list any dietary restrictions and we will do our best to accomodate them:

### Total enclosed

Registration + Lunch = \_\_\_\_\_

\$5 Early registration discount if postmarked by January 5 (\_\_\_\_\_) \_\_\_\_\_

**Grand Total** \_\_\_\_\_

We are unable to attend this year's conference, but want to maintain our membership. Enclosed is our membership fee of \$20.

*Please make checks payable to:*

**Vermont Grass Farmers Association**

*and mail along with this registration form to:*

**VT Grazing Conference c/o UVM Center for Sustainable Agriculture  
63 Carrigan Drive Burlington, VT 05405**