

The Southwest Grassfed Livestock Alliance (SWGLA) presents:

*Advanced Marketing and Cooperative Opportunities for
Grass-fed/Local Beef*

July 28th - 29th Albuquerque, NM
Immanuel Presbyterian Church 114 Carlisle Blvd SE

AGENDA

Wednesday, July 28th

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| 9:30-10am | Registration |
| 10:00-10:15 | Introductions |
| 10:15-11:30 | <u>Assessing Your Options:</u> Current research from the NM Beef Initiative and overview of current & potential markets for grass-fed/local beef: NM BII representative and & Laurie Bower, SWGLA |
| 11:30-12:00 | <u>A Retailers Perspective:</u> Coops and Bulk Meat Sale Agreements. La Montanita Coop: |
| 12:00-1:00 | Lunch, catered by La Montanita Coop |
| 1:00-2:00 | <u>Forming a Cooperative Alliance:</u> Don Davis, Grassfed Livestock Alliance (Producer group supplying Whole Foods in TX) and Bandera Grasslands Ranch |
| 2:00-2:30 | <u>Grass-fed Certification:</u> Carrie Balkcom, American Grassfed Association , Executive Director |
| 2:30-3:15 | <u>Lessons Learned From Four Projects:</u> Natural, Kosher, Longhorn, and Wolf-friendly Beef Marketing and Processing. Dr. Connie Falk, NMSU |
| 3:15-3:30 | Break |
| 3:30-4:15 | <u>Panorama Meats:</u> Largest Rancher-Owned, Organic, Grass-fed Meat Company in the U.S: Mack Graves, CEO |
| 4:15-5pm | <u>Marketing Success Stories:</u> Various producers to share successful marketing strategies. Nancy Ranney (Ranney Ranch), Mimi Sidwell (Lean Natural Beef), and others. |

Thursday, July 29th

8:15-8:30	Registration, coffee & Danish
8:30-8:45	Introductions
8:45-9:30	<u>Forming a Cooperative and "Buy Fresh Buy Local"</u> . Susann Mikkelson, Rocky Mountain Farmer's Union
9:30-10:30	<u>Organic Certification</u> : Joan Quinn, NMOCC
10:30-10:45	Break
10:45-11:30	<u>Sweet Grass Producers Coop</u> : Dan Flitner, Hobo Ranch – Las Vegas, NM
11:30-12:00	<u>Reviving a Local Beef Market</u> : Charles Mallery, El Morro Valley Ranch Ramah, NM
12:00-1:00	Lunch, catered by La Montanita Coop
1:00-2:30	<u>Determining the Next Steps: Exploring Potential Markets and Alliances: Rancher/Producer work</u> -session in small groups, based on areas of interest Facilitators: Tawnya LaVeta, Michael Bain, John Adams, Carrie Balkcom, Charles Mallery, Susann Mikkelson, Laurie Bower...
2:30-3:00	<u>Wrap up</u> : Summary of seminar topics, additional Q&A

For more information contact Southwest Grassfed Livestock Alliance (SWGLA) Director, Laurie Bower at (970) 390-5597 or info@grassfedlivestock.org.