

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



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

SPEAKERS:

Mack Graves, Panorama Meats: (The largest rancher-owned organic grass-fed meat company in the U.S)

Don Davis, Grassfed Livestock Alliance (Producer group supplying Whole Foods in TX) and Bandera Grasslands Ranch: *Forming a Cooperative Alliance and Grass-fed Certification through the American Grassfed Association*

La Montanita Coop: *A Retailers Perspective: Coops and Bulk Meat Sale Agreements*

Connie Falk, New Mexico State University: *Lessons Learned From Four Projects: Natural, Kosher, Longhorn, and Wolf-friendly Beef Marketing and Processing*

Dan Flitner, Hobo Ranch - Las Vegas, NM: *Sweet Grass Producers Coop*

Susann Mikkelsen, Rocky Mountain Farmers Union: *Forming a Coop, Success Stories and the "Buy Fresh, Buy Local" Campaign*

Carrie Balkcom, American Grassfed Association (AGA): *Grass-fed Certification*

Beef Industry Improvement of NM (BII NM): *Research results concerning marketing New Mexico beef and an update on activities of BII NM*

Joan Quinn, New Mexico Organic Commodities Commission (NMOCC), *Organic Certification for Land and Livestock*

Charles Mallery, El Morro Valley Ranch - Ramah, NM. *Reviving a Local Beef Market*

Offered at just **\$65 per person** for SWGLA members/ \$75 for non-members with registration **on or before July 16th**, 2010. \$80 per person after July 16th. Includes 2 lunches and one breakfast. **SPACE IS LIMITED!**



Send in attached registration form or for more information contact SWGLA Director, Laurie Bower at (970) 390-5597 or info@grassfedlivestock.org.



Sponsored by the Southwest Grassfed Livestock Alliance:

www.grassfedlivestock.org and La Montanita Coop www.lamontanita.coop

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REGISTRATION

First Name _____ Last Name _____
Phone _____ email _____
Address _____
Ranch or Organization Name (if applicable) _____

Number of persons attending: _____
Names of additional attendees: _____

*Check enclosed for \$ _____

(\$65 per person for SWGLA members/ \$75 for non-members with registration **on or before July 16th**, 2010. \$80 per person after July 16th. Includes 2 lunches and one breakfast. Annual SWGLA membership available for \$25)

Specific areas of interest in this workshop and/or pertaining to marketing/cooperatives: _____

* Please make all checks payable to "SWGLA" (Southwest Grassfed Livestock Alliance)

Mail in registration to:

The Southwest Grassfed Livestock Alliance (SWGLA)
1210 Luisa Street, Suite 10
Santa Fe, NM 87505

Questions???? Call Laurie Bower, SWGLA at (970) 390-5597