### Grassfed Beef Production Conference

#### Thursday, May 26

**Rosenthal Meats Center**

**Moderator** – Dr. Jason Cleere

9:00  A View of the US Beef Industry from 30,000 feet  
*Dr. Ron Gill, Texas A&M Agrilife Extension Service*

10:00 Growing Forages for Grassfed Beef  
*Dr. Monte Rouquette, Texas A&M Agrilife Research*

11:30 Your Check-off Dollar at Work  
*Russell Woodward, Texas Beef Council*

12:00 Lunch

**Moderator** – Dr. Rick Machen

1:00 Defining Natural, Grassfed and Organic Production Systems  
*Dr. Rick Machen, Texas A&M Agrilife Extension Service*

2:00 Cattle Best Suited for Grassfed Beef  
*Dr. Joe Paschal, Texas A&M Agrilife Extension Service*

3:00 Preventative Herd Health Management  
*Dr. Joe Paschal, Texas A&M Agrilife Extension Service*

4:00 Adding Grass Finishing to a Cow/Calf Enterprise  
*Jason Van Tassell, Paniolo Cattle Co. and Parker Ranch, Hawaii*

5:00 Questions & Conversations about grassfed beef

5:30 A Grassfed Prime Rib Dinner  
*Dr. Davey Griffin, Texas A&M Agrilife Extension Service*

**Low-Stress Handling Cattle for Wholesome Beef**  
*Dr. Ron Gill, Texas A&M Agrilife Extension*

**Louis Pearce Pavilion**

### Friday, May 27

**Rosenthal Meats Center**

7:30 Coffee & Kolaches available

**Moderator** – Dr. Ron Gill, Assoc. Dept. Head, Animal Science

8:00 Fabrication – from Carcass to Retail Cuts  
*Drs. Davey Griffin and Dan Hale, Tx A&M Agrilife Extension Service*

11:00 The Tale of Two Beefs  
*Hawley Poinsett, Sr. Nutrition Manager, Texas Beef Council*

12:00 Lunch

**Moderator** – Dr. Rick Machen

1:00 Production & Marketing Grassfed Beef (Producer Panel)  
*Sam Keller, Hillside Beef, Fredericksburg, TX*  
*Jason Van Tassell, Parker Ranch, Hawaii*  
*Cody Marburger & Nichole Francis, Nolan Ryan Beef, Huntsville, TX*

4:30 Adjourn