

REGISTRATION

Please read the following registration info carefully. Cost: Preregistered-\$75 per person; \$25 per additional person registered and living in same household. Registrations below must be postmarked by February 1st 2023. Late Registrations \$95 no exceptions. Please bring exact change or checks. Cut on dotted line and send to: **Lancaster County Graziers • 1142 Gap Road • Kinzers PA 17535**

Names of registrants (First and Last) _____

Number of additional attendees: _____

Amount for 1 attendee (\$75) _____

Amount for additional attendees (\$25 each) _____

Street Address _____

TOTAL FEES: _____

City, State and Zip _____

PHONE (____) _____ Email _____

Attending Tuesday Attending Wednesday Attending concurrent sessions

No one-day discounts. No refunds. Make sure we have your phone number. Roman Stoltzfoos, Sec (717) 278-1070

Lancaster Co. Graziers
1142 Gap Road
Kinzers, PA 17535

30th Annual Southeast PA Grazing Conference

PRESORTED
STANDARD
U.S. POSTAGE PAID
LEBANON, PA
PERMIT NO. 146

30th Annual Southeast PA Grazing Conference

Growing the Grass-Based Vision

Tuesday, February 14,
and
Wednesday, February 15,
2023

Sponsored by
Lancaster County Graziers
Held at
Solanco Fairgrounds
Hoffman & Kreider Buildings
172 S. Lime St., Quarryville, PA 17566



About our Speakers and Topics

Here at the Planning Lancaster County Graziers Group we believe that even after 30 years we still need more vision for the grass based profitable farm. Hence our theme on **Growing The Grass-Based Vision**. Just what is that?

In this **30th Annual Southeast PA Grazing Conference** you will fine speakers interested in promoting grass and how to capitalize on its myriad advantages. All our speakers have experience working on or with grass based farms to a greater or lesser degree. They were chosen for how they can help you enjoy every aspect of turning grass into something healthy, beautiful and profitable. So do not miss this opportunity to learn from people that have first-hand experience in giving this humble plant and the critters who benefit from it a fair shake. **The Grass-Based Vision** will be a good investment of your time and your farm's future.



March 2022 spring calves on December pasture

Concurrent Marketing Sessions Schedule: (One Day) Tuesday Feb 14th, 2023

9-10Session #1
Rodrick Shank: Direct Marketing Operations & Accounting	
10-10:30 Break
10:30-11:30Session #2
Wesley Shank: Fundamentals of Direct Marketing	
11:30-12:30Session #3
Rodrick/Wesley Shank: Advanced Direct Marketing	
12:30-1:30 Lunch
1:30-2:30Session #4
Ted Lebow: Financials for Direct Marketers	
2:30-4:00Session #5
Panel – Rodrick & Wesley Shank (Family Cow), Dave Stoltzfus (Dutch Meadows), Aaron Miller, (Millers Bio), Ted Lebow as moderator.	

Tuesday, February 14, 2023

8:30-10 **Vision For Diversity in Land and Community**

Abe Collins (Cofounder of Land Care Cooperative and Soil Carbon Coalition)

10-10:30 Break (Sustainable healthy snacks)

10:30-11 **Vision For My Farm's Future Keynote Address**

Ted Lebow (Kitchen Table Consultants). Planning carefully is key. What does "vision with action" look like? Why are you here? What difference will it make for you and your farm?

11-12 **Vision For Regenerative Profitability**

Evan Driscoll (KTC) - The ins and outs of record keeping. Can I be truly profitable in tough times? What is your vision for regenerative profitability?

12-1:30 Lunch

1:30-2:30 **Vision For A Beautiful And Productive Pasture**

Russ Wilson (Wilson's Land and Cattle Company and Beef Producer)

2:30-4:00 **Digging Deeper Into The Soil Strata**

Abe Collins - Are you farming 8 inches or 8 feet of your soil? How diversity affects yield, herd health and performance, nutrient availability, and drought security. An introduction to growing deep roots for deep soil and maximum infiltration.

Wednesday, February 15, 2023

8:30-10 **Vision For The Profitable Approach**

Alvin Peachy - Why grain for ruminant is not in a profitable future.

10-10:30 Break

10:30-11 **Selecting The Correct Phenotype Of Cattle**

Shorty Hostetler - How managing your cattle breeding program can benefit you and a vision for cattle that thrive on 100% grass.

11-12 **Vision For Resilient Production And What Is Possible**

Russ Wilson

12-1:30 Lunch

1:30-2:30 **Vision For Managing Grass Quality**

Shorty Hostetler - Practical methods to producing high quality forage.

2:30-4 **A Vision Without A Plan Is A Daydream
A Plan Without A Vision Is A Nightmare**

Alvin Peachy - Ending Keynote Address

Abe Collins from Vermont is a highly experienced and well-studied grazer who understands how grass and community intersects. His topics will help you to define what diversity can do to regenerate land, increase the water holding capacity, and how to effectively reach deep into your soil strata and truly benefit from it.

Russ Wilson, an experienced beef grazer, will guide us through the maze of ways to make pasture the most profitable acres on your farm. No joke! You can make pastures beautiful and much more profitable. He will discuss common mistakes and not-so-common sense that make the difference. Russ will be able to guide you on how to get more production while reducing your cost and the same. Attend this session for understanding why grass and not row crops are key to profit.

Shorty Hostetler will give us an overview of what makes a good sound cattle breeding program. He also is an experience grazer with beef and understand how to handle soil to enhance grass productivity. Good cattle on good grass is a good combination and key to a profitable future.

Alvin Peachy is certainly not new to the conference. He will begin and end the day Wednesday, and so do not leave early or you will miss out. He has spoken here a few times and has years of experience as a profitable Dairy Grazer. No dull moments in his talks. He will challenge you to think outside of your little box. We hope it shakes you up.

Rodrick Shank is the oldest of the 5th generation on *The Family Cow* farm in Chambersburg, PA. The Shank family direct markets raw milk, raw cheeses, grass-fed beef, woodland pork, pastured poultry, pastured eggs, raw honey and much more from their certified organic farm.

Wesley Shank is 5th generation on *The Family Cow* farm in Chambersburg, PA. The Shank family direct markets raw milk, raw cheeses, grass-fed beef, woodland pork, pastured poultry, pastured eggs, raw honey and much more from their certified organic farm.

Ted LeBow is the Co-CEO and co-founder of *Kitchen Table Consultants and Taste Profit Marketing*, a growing 25-person national food and farm Financial Management and Marketing consulting firm, founded in 2009. *KTC and TPM* have provided advisory services to over 600 farms, food hubs, copackers, e-commerce, DTC food marketers and non-profits in the local food sector, in 35 states. His roots are in farming; his first business was a farm in Idaho and his degree is from Cornell's ag school. He's a serial entrepreneur and has run 12 small businesses, owning all or part of six. Our mission is to make farm and food businesses profitable for good.

Evan Driscoll is a Staff Consultant with *Kitchen Table Consultants*, where he works with farms and local food supply chain companies on financial analysis and business planning. Evan specializes in working with small and mid-sized dairies in Pennsylvania, and has been working with food and farm businesses for over 10 years. He will help us understand how to track and use your information on the successes and failures of your farm.

All the speakers will give you the opportunity to use their experience for your farm's future profitability. You cannot afford to miss the opportunity! Your farms grass, cattle, and bottomline will all be enhanced by you putting these ideas and years of experience to work. You can thank us next year or the next. Farm business today with inflation and supply challenges will not be easy but with good counsel you can do it. See you there.

Roman Stoltzfus, Sec (717) 278-1070