

REGISTRATION

Please read the following registration info carefully. Cost: Preregistered-\$75 per person; \$30 per additional person registered and living in same household. **Please send payment with registration.** Registrations below must be postmarked by February 5th 2024. Late Registrations \$100 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) _____

Street Address _____

City, State and Zip _____

PHONE (_____) _____

Email _____

Attending Tuesday

Attending Wednesday

Attending concurrent sessions

Please let us know if you will attend one or both days and if you will be attending any of the concurrent sessions. No One-day discounts. No refunds. Make sure we have your phone number. If you want to stay on the mailing list, please return this registration regardless of attendance. You can also stay on the mailing list by calling Roman Stoltzfoos (717) 278-1070.

Lancaster Co. Graziers

1142 Gap Road
Kinzers, PA 17535

31st Annual Southeast PA Grazing Conference

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

31st Annual Southeast PA Grazing Conference

Creating Community with Stewardship

Thursday, February 15,
and
Friday, February 16,
2024

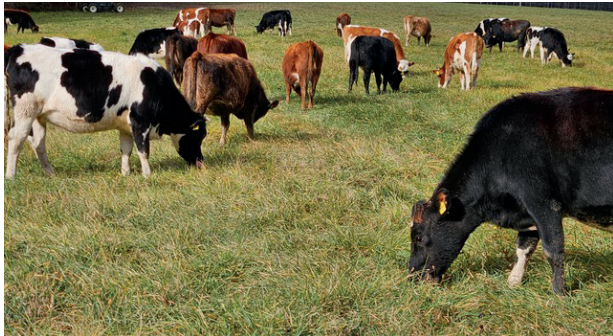
Sponsored by
Lancaster County Graziers
Held at
Solanco Fairgrounds
Hoffman & Kreider Buildings
172 S. Lime St., Quarryville, PA 17566



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 **Creating Community Stewardship on grass-based farms profitable**. Hence our theme on **Creating Community with Stewardship**. Just what is that?

In this **31st Annual South East PA Grazing Conference**, you will find speakers interested in promoting grass and how to capitalize on its myriad advantages. All our speakers have experience working on grass-based farms. They were chosen for how they can help you enjoy every aspect of turning grass into something healthy and useful. So, do not miss this opportunity to learn from people who have first-hand experience in giving these humble plants and the critters above and below ground who benefit from it, a fair shake. This conference **“Creating Community Stewardship”** will be a good investment of your time.



Bred heifers and yearlings grazing stockpiled grass December 11, 2023

Concurrent Marketing Sessions Schedule: (One Day) Thursday, Feb 15th, 2024

- 9-10:30**Session #1
Edwin Shank: Personal Trade Secrets on How to Get Started Marketing as a Family
- 10:30-10:45** Break
- 10:45-12:15**Session #2
Jordan Greene: Is the Enterprise Viable?
- 12:15-1:15** Lunch
- 1:15-2:30**Session #4
Edwin Shank: First Customers: How to Find them, Keep Them and Have Them Market For You”
- 2:30-3:45**Session #5
Jordan Greene: Carcass Audits and Pricing.
- 4:00-5:00**Session #6
Laura Greene: Relationship Marketing - Build Your Brand

Thursday, February 15, 2024

8:30-9:45 **Creating Community with Grass Based Farming**

Vernon (Shorty) Hostetler: Selecting the correct phenotype of cattle: How managing your cattle breeding program can benefit your future. Grass and cattle go together.

10-10:30Break (Sustainable healthy snacks. Visit with exhibitors)

10:30-11:45**The Alderspring Story: Fine Tuning Your Grass Management Keynote Address**

Glenn Elzinga: What do we do with 46,000 acres of rangeland? The Alderspring Story: Fine Tuning Your Grass Management. How to exactly calculate and predict grass utilization.

12-1:30 Lunch

1:30-2:30 **Working With Nature Instead of Against It**

John David Allgyer, Local Dairy Grazier: One farmer’s story on changing directions from conventional to grass-based. Working with instead of against nature.

2:30-3:30**My Journey to 100% Grass**

David Peachey, Dairy Grazier, Belleville, PA: My journey to 100% grass. What I would and would not do again. How to transition cropland to grassland? Do I need seed and tillage to provide feed and improve my soil?

Pasture walk with **Shorty Hostetler** weather permitting at 4:00 pm at JD Allgyers, dress appropriately for networking or pasture walk time.

5:30 **Pizza supper by Jake Zook plus leftovers from snack and lunch**

7:00-8:30 **Investing in Your Community’s Roots**

Glenn Elzinga: How Tillage and Overgrazing Destroy Communities. (Especially Geared Toward Non-Farming Land-owners) **FREE and open to the public.**

Friday, February 16, 2024

8:30-9:30 **Keeping The Wolves at Bay**

Glenn Elzinga: Secrets to Managing cattle for a profitable gain. Principles of grass efficiency.

9:30-10 Break (sustainable healthy snacks)

10-11:45 **Farmer Panel**
John David Allgyer, David Peachey, Leon Miller Moderator: Raymond Stoltzfus

12-1:30 Lunch

1:30-2:30 **The Nuts and Bolts of Grass Management**

Shorty Hostetler: Practical methods for producing high-quality forages. Managing Grass Quality

2:30-4 **What I Tell My 7 Daughters About The Future of Grass Farming**

Glenn Elzinga: Building community with grass-based agriculture.

Glenn Elzinga is a highly experienced and well-studied grazer who understands how grass and community intersect. He will outline how endangered species are coming back with managed grazing (In herding). His topics will help you to define what diversity can do to regenerate land and increase the joy and profitability of working with cattle in land management. Glenn Elzinga, with his wife and business partner Caryl, started Alderspring Ranch near Salmon, Idaho, in 1992, with the purchase of 147 acres and 7 cows. They began direct marketing grass-fed and finished beef in 1993 with 2 head of cattle. From these beginnings, Alderspring Ranch has grown to a 7-figure direct marketing enterprise and a 2500-acre ranch with a 46,000-acre wild rangeland permit. The entire operation is certified organic, including the 46,000 acres of permitted land. Glenn and Caryl run the ranch with their 7 daughters and a few exceptional employees. The ranch markets 100% of its production, 300-400 head a year, through an internet storefront at Alderspring.com.

Vernon (Shorty) Hostetler 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 than tilled soil. He will discuss common mistakes and not-so-common sense that make the difference. “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.

John David Allgyer and David Peachey, both dairy graziers with young families, will sing the praises of leaving conventional dairy production and enjoying giving their young families a real opportunity in grass-based organic dairy production. We will run a farmer panel with both men on it where you can get your dairy grazing questions answered. Come prepared to learn and network.

Edwin Shank from ‘The Family Cow Farm’ in Chambersburg, PA, has been direct marketing pasture raised foods with his family for over 16 years. The Shanks and their team provide a glimpse of how direct ‘Earth to Eater Marketing’ can provide fulfilling work and fair compensation for multi-generational families and even bless neighboring families with home enterprises..

Jordan Greene is a farm entrepreneur and educator. He is the founder of FarmBuilder - an educational consultancy for pasture based livestock enterprises, co-owner of J & L Green Farm in Edinburg, Virginia, a United States Marine Corps veteran, and graduate of the apprentice

Laura Greene is a creative problem solver and relationship marketing enthusiast. She has played a crucial role in building J&L Green Farm into a flourishing sustainable business alongside her husband, Jordan. As Head of Retail Operations, Laura has helped the farm grow every year. In addition, she also enjoys helping other farmers get to their fullest potential marketing & sales.

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.