

## REGISTRATION

**Please read the following registration info carefully.** The cost is pre-registered: \$85 per person; and \$40 per additional person(s) living in the same household. **Please send payment with this form.** Registrations must be postmarked by February 10th, 2025—late Registrations and walk-ins are \$120 per person (no exceptions). Please bring the exact change or check for payment. **(IF YOU WANT TO STAY ON THE MAILING LIST, PLEASE RETURN THIS REGISTRATION, REGARDLESS OF ATTENDANCE. IF YOU DO NOT RETURN IT, WE WILL DELETE YOUR NAME FROM THE MAILING LIST.)** Please include full payment or plan to pay the walk-in price.

Cut on the dotted line and send to: **Lancaster County Graziers • 1142 Gap Road, Kinzers, PA 17535**

Name of Registrant- (First, Middle, and Last) \_\_\_\_\_

Street Address, City and Zip \_\_\_\_\_ PHONE \_\_\_\_\_

How many people are you registering with you? \_\_\_\_\_

\$85 per person \_\_\_\_\_ \$40 per person living in your house \_\_\_\_\_ Total \$ \_\_\_\_\_

If you think knowledge is expensive, try ~~icknotens~~ ignorance.

Help us by circling all that apply- Wed.? YES NO Thurs.? YES NO Marketing Sessions? YES NO

No one-day discounts or refunds, sorry. Make sure we have your phone number. Our Contact is Roman S. (717) 278-1070

**Lancaster Co. Graziers**  
1142 Gap Road  
Kinzers, PA 17535

*32nd Annual Southeast PA Grazing Conference*

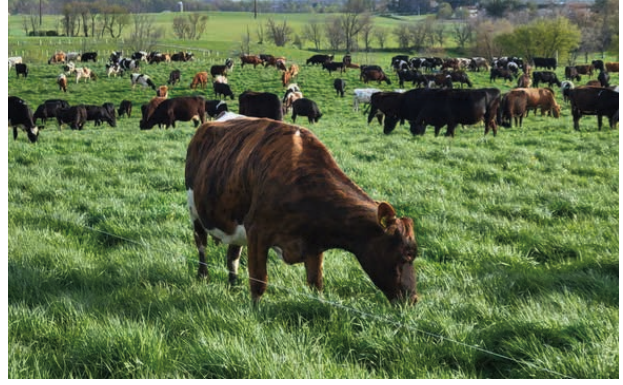
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# 32nd Annual Southeast PA Graziers Conference

## Building Community with Stewardship

Wednesday, February 19,  
and  
Thursday, February 20,  
2025

Sponsored by  
**Lancaster County Graziers**  
Held at  
**Solanco Fairgrounds**  
172 S. Lime St., Quarryville, PA 17566



## About our Speakers and Topics

The Conference Planning Committee believes that even after 30 years, we still need more vision for **Building Community Stewardship** on grass-based farms. Just what is that? In this 32nd Annual Southeast PA Grazing Conference, we have speakers interested in promoting grass and how to capitalize on its myriad advantages. All our speakers have experience working on grass-based farms and were chosen for their ability to help you enjoy every aspect of turning grass into something healthy, useful, and saleable. So, take advantage of 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 “Building Community with Stewardship” will be a good investment of your time.**

**Lancaster Co. Grazing Conference Travel & Lodging Communications Hotline** is a voicemail system that is set up to help you coordinate your own travel and lodging options.  
- (717) 826-6389 -

### \*\*\*\*\* Marketing Sessions \*\*\*\*\*

#### (One Day) Thursday, Feb 20th, 2025

Come and take notes to learn from real farmers with lots of hands-on experience to share with you.

#### #1- (9:00-10:15) .....John Lee Fisher - Fulfilling The Dream On The Farmstead

Sharing lessons learned during 20 years of grass farming, direct marketing, and meat/cheese processing at Paradise Pastures. Sharing the ins and outs of establishing that first customer base.

#### Break (10:15-10:45)

#### #2 (10:45-12:00) ..... Noah Munro - Reading Financials for Total Clarity—The Good Roots Way

This session simplifies complex financials for farmers and small businesses. Using Good Roots’ Total Clarity Accounting method, we’ll turn financial statements into actionable insights for managing cash flow, understanding profitability, and preparing for growth—equipping you to make confident decisions for long-term success.

#### Lunch (12:00-1:15)

#### #3 (1:15-2:15) .....John Lee Fisher - Restarting The Dream & Our Vision For The Future

Sharing frustrations, expensive mistakes, joys, and emerging success at Burkes Garden Farm and direct marketing through Simply Grass-Fed. I will also stress the importance of healthy relationships.

#### #4 (2:15-3:15) .....Noah Munro - Pricing for Profit i Direct-to-Consumer Sales

Good Roots Co-CEO Noah Munro and Creative Director Zoe Richardson will show farmers how to price products for the direct-to-consumer market in ways that build consumer trust, balance inventory, and manage margins for profitability. Attendees will leave with actionable pricing strategies.

#### #5 (3:15-4:30) .....Dutch Meadows/Harmony Acres - Hands-On Demo: From Packing Orders to Managing the workflow

Two direct marketers will be sharing their techniques, resources, and experience so you can learn quickly what works or doesn’t work when packing food orders, managing the workflow, and keeping the atmosphere lively and healthy for the family and/or team members! **It’s no secret...**

*If by careful management and cunning dealings, I’m able to pay for the farm (with my eye on another), but fail to get gold from the refiner’s fire, what does it profit me?*

The ones who **come prepared** to learn and network will gain the most.

## Wednesday, February 19, 2025

**#1 (8:30-9:45)..... John Meulenberg- Some Keys to Profiting with Grass**  
My journey into grass farming and some things I learned along the way.  
“Why Grass and not row crops are key to profit.”

**(9:45-10:15)...Break- Sustainable healthy snacks. Visit with exhibitors.**

**#2 10:30-11:45 .....Daniel Salatin- Setting up a Working Farm System**  
With a focus on what to do first and keeping the work/chore time as low as possible, this talk will get you started farming on the right foot and with well-placed infrastructure. (Very how-to with lots of farm pictures)

**#3 11:45-12:30..... Ervin Barkman- What Got Me into Grass and What Keeps Me There?**  
5 important things I learned on my all-grass journey.  
What are the true advantages of 100% grass-fed dairy?

#### Lunch 12:30-2 pm

**#4 2:00 to 3:30..Daniel Salatin- Team Building to Accomplish Your Goals**  
Setting up a working farm system. With a focus on what to do first and keeping the work/chore time as low as possible, this talk will get you started farming on the right foot and with well-placed infrastructure.

**4:00-5:00 ..... Farm Tour w/ Doug Voss at Dutch Meadows, 694 Country Lane Paradise PA 17562 (weather permitting, dress appropriately)**

## Thursday, February 20, 2025

**#5 8:30-9:45 .....Doug Voss- Regenerative Grass Based Dairy**  
Simple steps to transitioning your dairy to Grass-fed, The serenity of operating an all grass dairy.

**(9:45-10:15).....Break- Sustainable healthy snacks. Visit with exhibitors.**

**#6 10:15-11:45..... David Hershberger: Foundations for the Family Farm**  
What I learned in the last 9 years doing 100% grass-fed, and how I did a low-cost milking facility upgrade for pennies on the dollar.

**#7 11:45-12:30..... Dairy Farmer Panel:**  
Q&A with 3 longtime dairy farmers, bring your tough questions  
John Muhlenberg, David Hershberger, and Ervin Barkman  
Moderator: John David Allgyer

#### Lunch 12:30-2:00 pm

**#8 (2:00-3:00 pm) .....John Meulenberg: Lessons Learned**  
How to transition a neglected farm to a profitable one. Do I need seed and tillage to provide feed and improve my soil?

**#9 (3:00-4:00) ..... Doug Voss- Godly Stewardship of Farm, Family, Food, and Finances**  
Managing your farm to honor the Creator and benefit your family and community.

*Though I am bold enough and smart enough to make my own decisions, regardless of what the neighbors think; if God can’t say He built me, I am just a different version of worldly wisdom. Let Psalm 127:1 be real for me and my farm through a child-like prayer cry.*

**Daniel Salatin** is a multi-generational farmer who grew up in the farming landscape in Swoope, VA. Farming right out of the gate has given him a lifetime of experience, mastery, and confidence from a life’s work and passion. Today he leads an ever-growing team at Polyface Farm. Daniel finds the most joy in his family, teaching, team building, healing soil, farm design, a growing relationship with Jesus, working with livestock, and hunting.

Managing the day-to-day flow of the farm, he works with cattle, hogs, meat birds, layers, turkeys, rabbits, sheep, and forestry, but most importantly-people. This keeps him learning something every day in a high-energy, outdoor workplace. With over 30 years of hands-on experience in the land-healing, healthy food-growing world, Daniel is practical in his approach and teaching.

**John Meulenberg**, an experienced dairy grazier, 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. He, his wife Jana, and five children milk 100 cows and farm 450 owned and 500 rented acres.

John grew up on a conventional dairy farm in Maryland and was unsure if he wanted to milk cows. After 10 years off the farm, He and his wife started dairying on an established grass farm in Kirkwood PA. Seven years later they purchased the operating dairy where they currently farm near Cooperstown, NY. They ship milk to an A2 grass-fed market.

**Doug Voss** is the third generation on his family farm where he and his wife Beth are raising their family of five boys. Their farm, located near Paynesville, MN, was historically operated as a dairy when his grandparents began farming during the Great Depression. In 1999, looking to reduce the negative environmental impact and to produce a better product, the farm was certified for organic production. Several challenges in the farm’s past allowed Doug to learn in a way that can only happen by experience.

Influenced by many people passionate about soil health, Doug has subsequently converted all acres to a perennial system and implemented adaptive grazing practices. Currently, the farm includes a grass-fed beef herd, a small dairy, heritage sheep, broiler chickens, and a custom grazing enterprise.

He will lead the pasture walk at Dutch Meadows on Wednesday afternoon.

**David Hershberger**, a long-time organic farmer with 9 years of all-grass experience in Holmes County, Ohio, will share how he handles 55 cows and 115 acres with his wife and 12-year-old daughter as the only full-time help. He will detail how he put in a milking parlor for a reasonable investment.

**Ervin Barkman**, with his wife and 8 children, farms in the Holmes County Ohio area. They have been milking 75 cows on the 100 open acres on the hills in that area. His cows have been grass-fed since 2012. Grass or cows, which come first? The importance of keeping cows in feed, water, and shade; these and other topics will be touched on in his talk.

**Noah Munro** is an entrepreneur dedicated to helping farmers and food entrepreneurs succeed through smart financial and marketing strategies. In 2006, he co-founded The Mill Fudge Factory, growing it into a national e-commerce brand with over \$2 million in sales and recognition as one of America’s top fudge companies. While managing the business, Noah earned his Masters in Business and later founded Taste Profit Marketing. In 2021, he became a part-owner of Kitchen Table Consultants, which merged with TPM in 2024 to form Good Roots. As Co-CEO, Noah leads teams to help clients achieve profitability and success.

**John Lee Fisher** grew up on a third-generation dairy farm in Paradise, PA. His family transitioned to organic in 2001 and produced milk for Organic Valley for approximately 10 years while John slowly built his direct-to-consumer business. John Lee married Verna Mae in 2009 and after that, they also started operating an on-farm store, butcher shop, and creamery. After transferring the marketing business to another farmer they moved to Burkes Garden, VA in 2018 to continue grass farming and eventually restart direct marketing under the “Simply Grassfed” brand.

**Dutch Meadows & Harmony Acres** are both direct-to-consumer enterprises in Lancaster County. They are each established on their family’s home farms and have expanded to collaborate with many other family farms and local vendors. Both will share the stage to give a hands-on demo of packaging orders that require different methods of packing based on the type of logistics and customer location. You can learn how to manage the workflow, and when to start hiring outside of the family. They will share plenty of packaging/operational resources and experiences of triumphs and woes.

