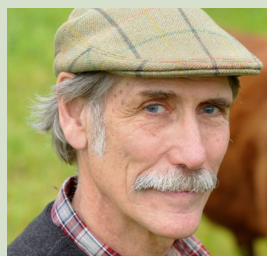


Eleventh Annual Winter Green-Up Grazing Conference

January 26, 2019, 8:00 AM-4:15 PM

The Century House • 997 New Loudon Road • Latham • NY

Come join us at our eleventh Winter Green-Up, the Capital District's original grazing conference! Hear talks from grazing experts, get to know other farmers and enjoy the traditional Winter Green-Up buffet luncheon, featuring grass-fed, locally grown meats



Ridge Shinn, CEO of Big Picture Beef

Ridge Shinn is the founder and CEO of Big Picture Beef. His mission is to revive the Northeast rural economy with grass-fed beef. Big Picture Beef has been in the marketplace for 18 months and currently works with more than 50 small farms in the region to provide Northeast customers with Northeast beef. The company is selling to wholesale vendors such as Big Y (70 New England stores), Smith College, and to smaller venues, including the Esselon Café in Hadley, MA and The Country Store, in Petersham, MA.

Shinn has consulted on beef production and ecosystem restoration through grazing in the US, New Zealand, Uruguay, and Argentina. Time Magazine featured him as "Carbon Cowboy" in *How Cows (Grass-Fed Only) Could Save the Planet*. His work has been recognized in Atlantic Magazine, The New York Times, Wine Spectator, and Smithsonian.



Marc Cesario, Meeting Place Pastures

Marc and Cheryl Cesario own and operate Meeting Place Pastures in Cornwall, Vermont. They have grown their operation to manage 820 acres of primarily perennial pasture. While owning a small flock of certified organic hens and Katahdin sheep, their primary enterprise is selling their grass through contract grazing, grass finishing and boarding.

Although much of the stock is raised under contract and not owned, they have the ability to market much of the finished beef under the name Cornwall Cattle Company. Initially these markets were mostly direct to consumer but have increasingly moved to wholesale and institutional buyers.

Marc and Cheryl are passionate about harvesting sunlight and getting it into the marketplace.



Greg Brann, Resource Regeneration Services

Greg Brann is the holder of a Bachelor of Science degree in Plant Science from the University of Tennessee and has almost forty years of experience with the Natural Resources Conservation Service (NRCS). Greg has been a Certified Crop Advisor through 2013 and was National Grazing Conservationist of the year in 2014. He has also produced numerous presentations, fact sheets and publications during his career.

Greg has hosted an annual pasture walk on his farm for the past eighteen years, where participants learn his methods of pasturing beef cows, stocker calves and hair sheep. He also raises donkeys and dogs for guardian animals and has produced meat goats. Timber woodland management and Christmas tree production, as well as native grass management on Conservation Reserve Enhancement Program land for wildlife are among Greg's accomplishments.



Jason Detzel, Livestock Educator, Ulster County Cooperative Extension

Jason is the owner of Diamond Hills Farm, a pasture based cattle operation in Hudson, New York. When he is not grazing, watering, or calving, he is the Livestock Educator for Cornell Cooperative Extension, Ulster County. He gets up early, tries to stay up late, and enjoys looking at his collection of unread books. He is the most happy at that time of year when you can smell the soil but not the cold.

Producers are exploring alternative cattle production models that do not require breeding or calving. Backgrounding and stocker programs allow producers to grow cattle on abundant natural forages without extensive facilities or machinery. Jason's presentation outlines how his business was run, its financial performance and how profits may be improved with further refinements or adjustments.

2019 Winter Green-Up Grass-Fed Grazing Conference
January 26, 2019
The Century House, 997 New Loudon Road, Latham, NY

Participant Registration Form

Name(s)

Farm or company name

Address

City

State

Zip

Home Phone

Cell Phone

Email

Registration fee is \$75.00 per person, includes buffet lunch and speaker handouts.

Total payment: number of people _____ x \$75.00 \$ _____ Total

Please make checks payable to: Cornell Cooperative Extension Albany County
Return completed registration form with payment to:

Winter Green-Up, A TTN: Tove Ford
CCE Albany County
24 Martin Road
Voorheesville, NY 12186

To Register online: <https://tinyurl.com/WGUregistration>

Winter Green-Up 2019 Agenda

- 8:00—9:00 Registration
- 9:00—9:45 Greg Brann: Multi-Species Grazing and Stocking Rate
- 9:45—10:15 Jason Detzel: Can Stocker Operations Be Profitable in the Northeast?
- 10:15—10:45 Break, visit with vendors
- 10:45—12:00 Marc Cesario: Harvesting Sunlight and Getting It Into the Market Place
- 12:00—1:30 Locally sourced lunch, visit with vendors and other producers
- 1:30—2:30 Ridge Shinn: Creating Market Opportunity by Producing Quality Grass-Finished Beef at Scale
- 2:30—2:45 Stretch break and recognition of David Huse Scholarship winners.
- 2:45—3:30 Greg Brann: Water System and Fence Layout and the Value of Hay vs. Putting Up Fences
- 3:30—4:14 Audience participation and interaction with speakers
- 4:15 Adjourn

David Huse Scholarship Fund

David Huse was well known and respected throughout the beef industry. The David Huse Education Fund has been established in his memory, and helps farmers by reimbursing them for tuition/expenses for attending seminars and conferences. Assistance can be used for everything from registration fees and traveling costs to hiring relief help.

To apply for a scholarship from the David Huse Education Fund, contact Tom Gallagher, (518)765-3511/tjg3@cornell.edu.
Deadline to apply, December 28, 2018.

Cancellations will be accepted until January 14, 2019 (a \$10.00 fee will be charged).
Rooms are held for Friday and Saturday nights at The Century House, 997 New Loudon Road in Latham, NY for \$114.00 per night.
Call 518-785-0931 to reserve. Please mention the conference for this special rate.