



“Capitalizing on the Grassfed Revolution: Maximizing Natural Resources - Unleashing your Inner Marketing Genius”

September 20-22, 2012

Northeast Community College Ag Complex & Divots
Norfolk, Nebraska

THURSDAY, SEPTEMBER 20TH

Tours

7:30 Bus departs Divot's
9:30-11:30 **Chad Peterson**, Atkinson
12:00-1:00 Box lunch (*provided by Thousand Hills and US Wellness*)
1:30-4:00 **Randy Shinn**, Atkinson
6:00 Bus returns to Divot's

Networking Meetings at Divots

4200 W Norfolk Ave (W Hwy 275), Norfolk NE

7:00 pm **Presentations**

FRIDAY, SEPTEMBER 21TH

Program at NECC Ag Complex

2301 E Benjamin Ave at the Jct of Hwy 35, Norfolk NE

7 - 10:00 am **Registration**
7 - 8:30 am **Breakfast (provided by Honored Prairie)**
8:00-8:10 **Wayne Rasmussen**, Welcome
8:10-8:40 **Gratitude & Patriotism: A Personal Perspective**,
Dr. Garry Lacefield, KY
8:40-9:00 **State of the Grassfed Industry**, Dr. Allen Williams,
MS
9:15-9:45 **Cattle Displays and Vendors**
9:45-11:15 **Regenerating our Resources** – Gabe Brown, ND
11:15-11:45 **Vendor – vendor talk**
12:00-1:00 pm **Lunch (provided by Grass Run Farm)**
1:30-2:30 **Back to the Future: Making Multi-species
Livestock Work Again** – Will Harris, GA
2:30-3:00 **Cattle Displays and Vendors**
3:00-4:00 **Direct Marketing Panel**, Will Harris GA, Paul
Nehring WI, Luke Jacobsen NE, Bob Bernt NE, Jim
Ball KS
4:15-4:45 **Vendor Talk**
Banquet at Divots
4200 W Norfolk Ave (W Hwy 275), Norfolk NE
7:30 pm **Banquet (provided by Joyce Farm)**
8:00-9:00 **Keynote**, Mark Schatzker, Author “**Steak**”

SATURDAY, SEPTEMBER 22TH

Program at NECC Ag Complex

7-10:00 am **Registration**
8-9:30 am **Forages**, Dr. Garry Lacefield, KY
9:45-10:45 **Regenerating our Resources II**,
Gabe Brown, ND
10:45-11:15 **Cattle Displays and Vendors**
11:15-12:45 **Grassfed Producer Panel**,
Randy Shinn, Chad Peterson,
Dave Fischer, Brian Buessing
12:45-1:45 pm **Lunch (provided by US
Wellness)**
2:00-3:10 **On-Farm Processing and
Marketing the White Oak Way**,
Will Harris, GA
3:15-3:45 **Vendor Talks**
4:00-5:30 **Buyers Panel**, Thousand Hills,
US Wellness, Honored Prairie,
Joyce Foods

View Displays & Vendor Booths NECC Ag Complex

Friday, Sept 21 from 8 a.m.- 6 p.m.
Saturday, Sept 22 from 8 a.m.- 6 p.m.

Sponsors

Thousand Hills Cattle Co.
US Wellness Meats
The Grassfed Exchange
Honored Prairie
Grass Run Farms
Joyce Farms

Planning Committee

Todd Churchill Traci Jeffrey
Joey Jones John Wood
Larry Melhoff Clay Nash
Wayne Rasmussen Allen Williams
David Rasmussen

Registration and Cost Information

Seminar & Banquet : \$225 for full seminar, \$75 just banquet
To Register for the Tour or Seminar, Contact:
Norfolk Visitors Bureau
Phone: 402-371-2932
Email: traci@visitnorfolkne.com

To Register for a Vendor Booth or Livestock Display, Contact:
Joey Jones
Phone: 402-322-1608
Email: joey@grassfedexchange.com
website: www.grassfedexchange.com

Speakers and timing subject to change