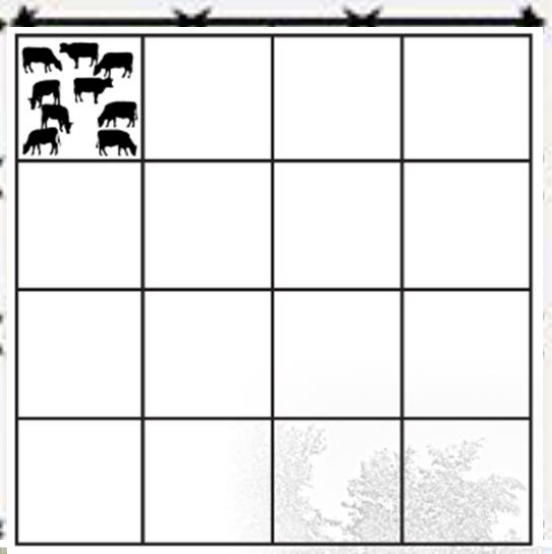
CLEAN BAY BEEF

GRAZING LAND

TO SAVE GREEN BAY

MANAGED GRAZING CLASS

The view out my kitchen window- we've grazed for 30+ years on 120 year old family farm



Managed grazing rotates paddocks

Our climate: cool-season grasses grow well.

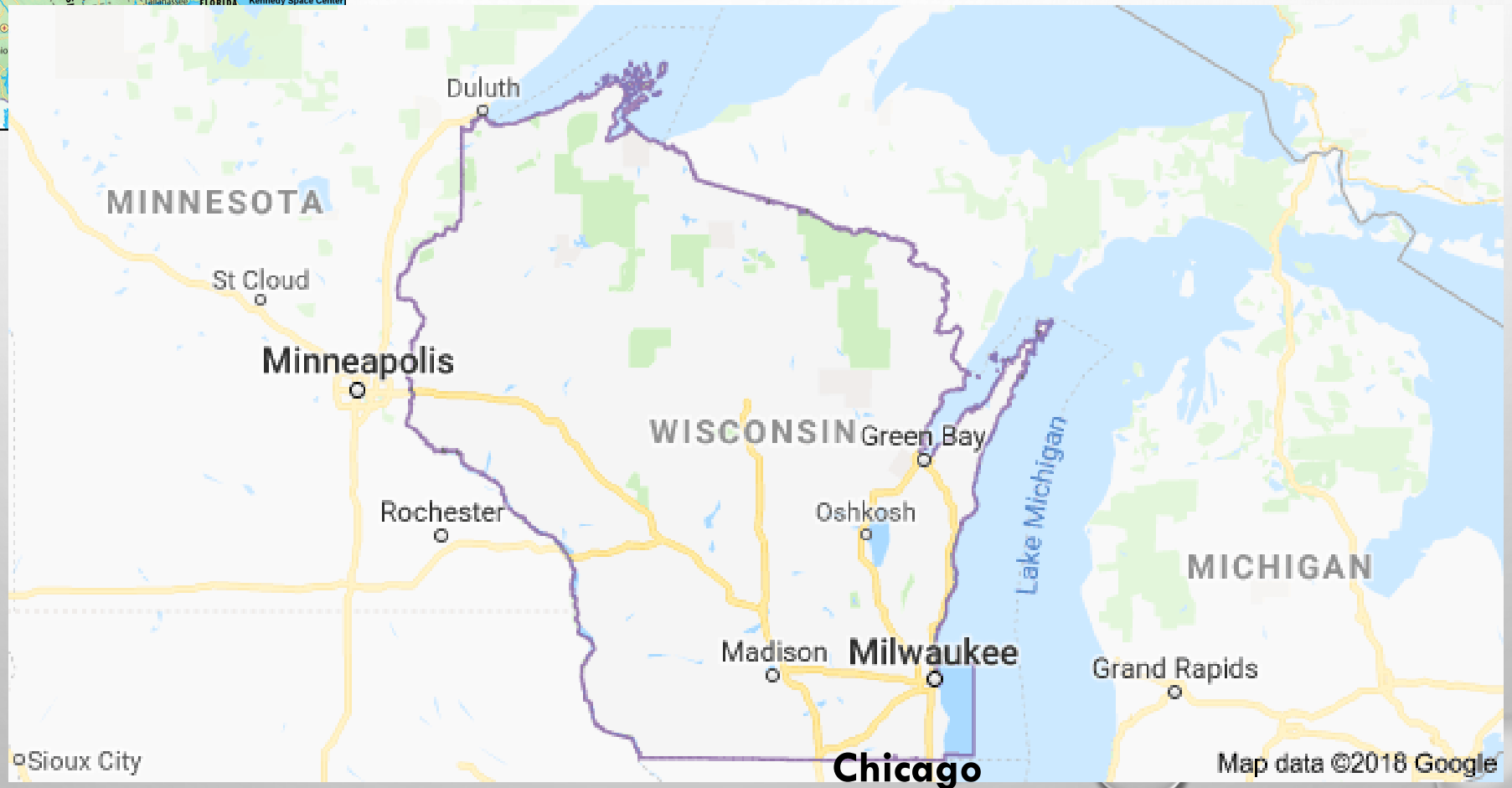
We move cattle every day so they are environmentally friendly

Not good

Good

WHERE IS GREEN BAY?

The western shore of Lake Michigan



GREEN BAY CLEAN BAY?

- Population 120,000, paper mills, blue collar
- Known for the “meat” Packers football team
- Largest meat packing plant in the U.S. east of the Mississippi
- Fox river empties into Green Bay. Hypoxia zone is growing

NOT A PRETTY PICTURE

Fox River after a spring rain, emptying into Green Bay.

CAUSES:
1) Sediment
2) Manure from agriculture

HIGHEST CONCENTRATION OF DAIRY IN THE WORLD PROBLEM - CATTLE AND WATER DO NOT MIX WELL

CAFO – Confined Animal Feeding Operation
COWS EXCEED CARRYING CAPACITY OF LAND
DOCUMENTARY FILM – WWW.LANDSANDLIVES.ORG

Manure!

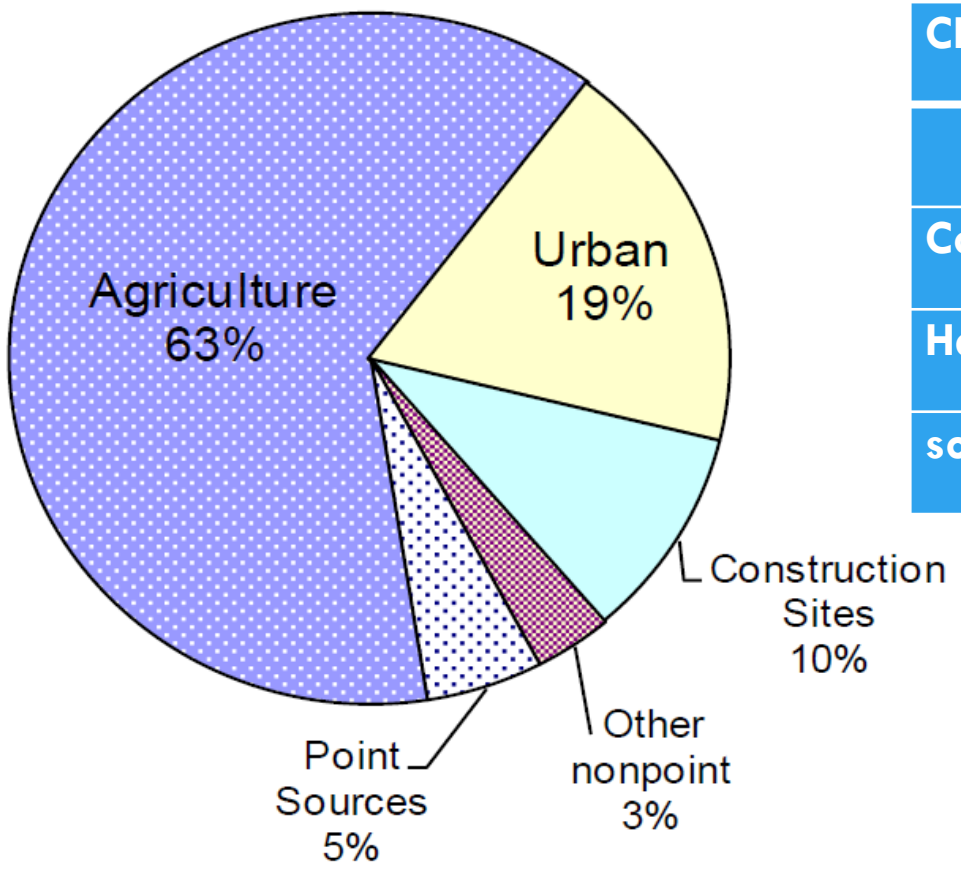
MILK OVER-PRODUCTION

- Farmers keep producing too much milk; exports are down
- Federal subsidies for corn & soybeans keep cow's feed costs artificially low
- Can we give farmers an alternative product to grow?

CORN & SOY USED FOR CATTLE FEED
THESE ARE ANNUAL CROPS
RESULT IN SEDIMENT

SEDIMENT

Total Suspended Solids Export
Lower Fox River Basin and Duck Creek
2004 Baseline, Total 57,518 ton



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Corn & Soy acreage UP, Hay land DOWN

CROP	1969	1981	2008	2016
Corn	67,800	65,000	62,000	96,000
Hay	87,000	74,000	61,000	27,000
soybeans	100	200	22,400	22,500

Brown County Land Conservation Dept.
USDA & Wis. Ag Statistics Service

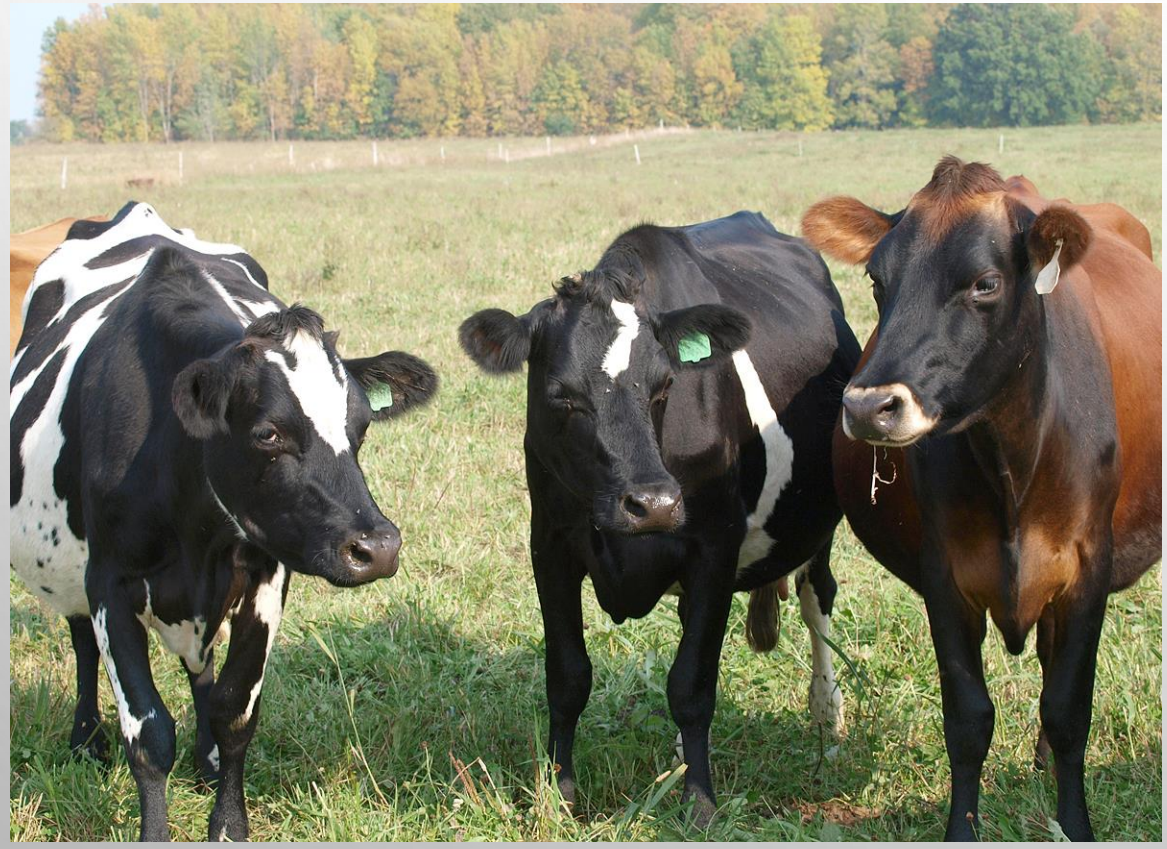
Source of table: Total Maximum Daily Load and Watershed Management Plan for Total Phosphorus and Total Suspended Solids in the Lower Fox River Basin and Lower Green Bay (June 2010)

HOW CAN WE KEEP THE LAND COVERED AS LONG AS POSSIBLE?

- 70% of the runoff occurs in just 17 rain events, usually in spring & fall when there is no protective crop on the land.
- The solution is to cover on the land
  - either perennial pasture, or cover crops.
- But, the growing season is too short to add a cover crop after fall harvest.
- So perennial pasture is the only logical solution.

OUR FARM

- Grazing keeps the land covered 365 days/year



WHAT DOES THIS HAVE TO DO WITH A PLACE-BASED FOOD SYSTEM?

- If our local environmental problems are caused by agriculture in this place……
- Can they be solved by locally appropriate agriculture?
  - Grass/pasture-based animal agriculture
  - Keeps the ground covered year-round

IF CONSUMERS VALUE LAND & WATER….

Will we pay a little more for foods that take care of land & water???

Farmers can earn a living using a pasture-based agri-cultural system if prices are good. The data is conclusive.

(Tom Kriegl – University of Wis. CIAS, 2000)

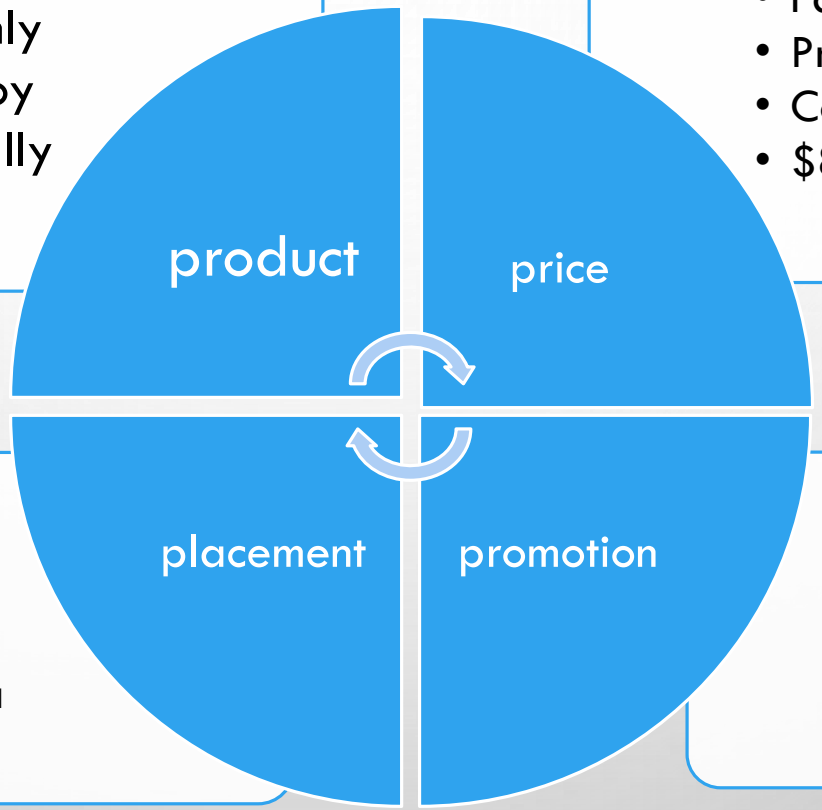
Check out the research at this link

https://www.cias.wisc.edu/dairy-grazing-can-provide-good-financial-return/

4 P'S OF SUSTAINABLE MARKETING
OUR PROJECT SUMMARY

- Quality beef
- Grass-fed only
- No corn or soy
- Environmentally friendly

- Fair to:
- Producers
- Consumer
- $8-10/lb u.s.



- Monthly box
- Subscription
- Connects values to a clean Bay thru food

- Direct to consumers
- Farmers markets
- Local environ groups

PRODUCTION SKILLS –NEW FARMERS

Northeast Wisconsin Technical college 2 year Associate Degree in Sustainable Food & Agriculture

About 10 students graduate each year

I teach about 20 different courses:

1. Managed grazing
2. Beekeeping
3. Cheesemaking & fermentation
4. Value-added foods
5. Food Systems
6. Food & Ag Business
7. Organic vegetable apprenticeship

MANAGED GRAZING CLASS EMPHASIZES PERENNIAL PASTURES VS. ANNUAL ROW CROPS

Soil COVERED vs. UNCOVERED

PRICING

COOPERATION NOT COMPETITION
SUSTAINABLE LOCAL ORGANIC

- WORKING TOGETHER
- NOT UNDER-CUTTING PRICING

Educational programs that create new farmers without supporting them in earning fair prices doom that farm to failure

PROMOTION

- SLO Farmers Cooperative earned a $250,000 federal grant in 2017 :
- to market grass-fed beef “CSA” style subscription meat box to regional consumers.
- Hired a marketing/sales person
- Created a marketing clip (from the longer documentary film)

MONTHLY BOX OPTIONS

FULL MEAT SHARE - $149 ($8.37/LB)

18 POUNDS MONTHLY INCLUDING:

- ground beef in one-pound packets
- beef roasts and steaks – alternate monthly
- one whole chicken
- processed pork (brats, bacon, ham steak/deli ham, breakfast links)
- pork cuts (roasts, chops, ribs, steak)

Small Meat Share - $99.00
($9/lb)
A minimum of 11 pounds

Don't Eat Much Meat Share - $89.00
($10/lb)
A minimum of 9 pounds

HOW IS IT WORKING?

- Target: 60 monthly subscription boxes by the end of the1st year
- First quarter (May, Jun, July) sold 30 share boxes.
- Sales person just getting started – contacts mainly at farmers markets.
- We have had time to:

a. Set our pricing – took several months of back n forth

b. Procure animals

c. Practice physically putting the boxes together

d. Make deliveries

STRENGTHS & WEAKNESS

- Smaller quantities than a ½ steer
- Great customer service
- Online payment plan options
- Farmers want to join the Co-op
- Steady supply of animals
- Customers love the product

- Competition from on-line grocery
- Blue collar customer base
- Consumer education on grazing
- We have higher pasture standards
- Low-ball pricing by competition
- Delivery area limited

OPPORTUNITIES

- Will begin contacting environmental & hunting & fishing organizations in fall.
- 1 steer supplies 60 meat boxes. (1,200 lbs) (544 kg)
- 60 boxes x 12 months = 12 pastured steers per year
- Year 3 the goal is 400 boxes per month or 7 animals/month
- 84 animals/year
- This is the start of a model of how change can happen

CAN WE MAKE A DIFFERENCE?

- How many pasture-raised animals will it take to have a positive impact on the watershed?
- We don't know – probably several thousand.
- Can we at least raise awareness, create alternative opportunities to farm in a sustainable way, and feed our local populace with healthier meats?
- DEFINITELY YES!
- If the model works, we will have to export our grass-fed beef to other areas to have and impact on a large number of acres and save our Bay.

WE HAVE TO START SOMEWHERE WITH AN ALTERNATIVE VISION.