

Grass Fed Beef Workshop Held in Selma

By Eddie Jolley, Conservation Agronomist, NRCS, Auburn, AL



About fifty producers and professional agency staff attended the “Grass Fed Beef” workshop held at the Wallace Community College in Selma, AL in June 2013. The attendees from Alabama, Mississippi, Tennessee, and Georgia learned from some of the most successful producers and managers in the southeast.

Attendees learned about what it takes to qualify as a “grass fed beef producer,” key steps to make a grass fed operation successful, and how to properly manage grazing of forages for best success.

Speakers spoke on product marketing--from the costs associated with grass fed beef production to marketing beef products. The products could include minimally prepared sides of beef to fully process beef cuts such as steaks or ground beef. The speakers were very candid so that attendees had a clear picture of this style of business.

One of the highlights of the workshop was a “producer panel” in which Kenneth Moseley, Brian Sapp, Charles Holmes, Allen Williams, and Randall Hastings shared their personal experiences in the grass fed business. Attendees readily participated in a question and answer session with the panel members.

Another highlight was the grass fed beef steaks that were served. Randall Hastings provided the steaks.

Speakers for the workshop included Dr. Allen Williams, President of Livestock Management Consultants, LLC; Brian Sapp, manager of the White Oak Pastures Farm in Southwest Georgia; Randall Hastings, owner of Hastings Farms in Baldwin County,

AL; Charles Holmes, owner of the Holmestead Company near Selma, AL; Kenneth Moseley, owner of K and G Farms in Northeast Alabama, Dr. Jennifer Johnson, Auburn University Forage Extension Specialist; Dr. James W. Prevatt, Auburn University Extension Economist; Dr. Christy Bratcher, Auburn University Assistant Professor of Meat Science and, Eddie Jolley, Conservation Agronomist, Alabama Natural Resources Conservation Service.

This workshop was brought together by the following partners:

National Wildlife Federation (sponsor)

Alabama RC&D (sponsor)

Alabama Natural Resources Conservation Service

Alabama Forage and Grassland Coalition

Alabama Cooperative Extension System

The United Christian Community Association

Other Community Support Partners included: Winston Self Help Cooperative, Alabama Sustainable Agricultural Network, and Crotovina, Inc.