



# Artisan Beef Genetics

*"The Premium Semen for Gourmet Beef"*

## Grass Fed Genetics School

Feb. 17th & 18th

Featuring:



### Gearld Fry

**"Selection, Breeding and Management for  
Maximum Grass Utilization"**

Gearld Fry is a world-renowned cattleman and pioneer in the field of reproduction and grassfed genetics. As a partner in Artisan Beef Genetics, his goal is to discover, improve and distribute the world's finest grassfed genetics available, as well as share the wealth of knowledge that he has gleaned the past 40 years in working with quality cattle.



### Greg Hickl

**"The Economic Viability of the Grassfed  
Cow/Calf Operation"**

Greg Hickl is the owner/operator of Fourche River Farm & Cattle Company and partner in Artisan Beef Genetics. As a former commodities trader and executive at the Williams Companies in Tulsa, OK, he has the expertise and understanding of market fundamentals to show you how farming can be a profitable venture.



**Andy & Tracy Youngblood  
Of Youngblood GrassFed Farm, LLC  
"Why We Do What We Do"**

Andy and Tracy Youngblood own and operate Youngblood GrassFed Farm, LLC, a small, sustainable, 100% grassfed family farm in southwest Arkansas. In 2006 they began making the switch from conventional agriculture to sustainable grass farming and have been immersed in it ever since. They are now blessed to have their jobs, their kids and their farm intertwined, flourishing and supporting their goals for life, community and the future.

**For more information go to [www.artisanbeefgenetics.com](http://www.artisanbeefgenetics.com)**

**or call us at (479-299-4368)**

## SCHEDULE

### FRIDAY, FEB. 17TH:

- 7:30-8:30am Registration, coffee and pastries
- 8:30-11:30am Gearld Fry "Selection, Breeding and Management for Maximum Grass Utilization" pt.1
- 11:30-12:00am Break
- 12:00-1:00 pm Lunch provided on site
- 1:00-3:30 pm Gearld "Selection, Breeding and Management..." Pt. 1 continued
- 3:30-5 :00pm Greg Hickl "The Economic Viability of the Grassfed Cow/Calf Operation
- 5:00-6:00pm Q&A
- 6:30pm Dinner provided on site, fellowship

### SATURDAY, FEB.18

- 7:30-8:00am coffee and pastries
- 8:00- 9:30am Andy and Tracy Youngblood "Why We Do What We Do"
- 9:30-11:30am Gearld Fry "Selection, Breeding and Management..." Pt. 2
- 12:00-1:00pm Lunch provided on site
- 1:00-3:30pm Gearld "Selection, Breeding and Management..." Pt. 2 continued
- 3:30-5:00pm Q&A, Wrap-up

**Cost is \$225/person or \$400/couple and includes 2 lunches, 1 dinner and take-home materials.**

**Lodging is available at Mena Mountain Resort, Mena, AR (279)394-3110 where the school is being held with additional rooms available at Sun Country Inn, Mena, AR (479)394-7477**

**To register contact Artisan Beef Genetics at (479)299-4368 or email us at [grassgenetics@gmail.com](mailto:grassgenetics@gmail.com) and type "school" in the subject line.**