



Soil, Grass & Genetics

*Understanding the Complete Equation
for Gourmet Grassfed Beef*

Taught by Gearld Fry & Doug Gunnink



Producing quality food is of the highest importance.

Come and learn from two experts in the field of soil, grass, and grassfed genetics.

Seminar Fees:

Individual - \$350

Additional immediate
family members - \$175

To register, contact:

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For additional info contact:

Doug Gunnink 507.381.4152

or

Barb Harr 956.207.0500

Lodging:

Rooms have been reserved
until Nov 11 at Days Inn &
Suites of Huntsville, Texas.

Special rates of **\$69 for 1 or 2
persons** apply for seminar
attendees.

Call **936.438.8400**

for reservations.

Directions:

From Days Inn go North on
I-45 Frontage to Hwy 75 exit.

Go under the overpass and
turn to the right (at the Pilot
truck stop) onto Hwy 75.

The entrance to Gibbs Ranch
is a little more than a mile
past the Pilot truck stop on the
left.(Look for the sign)

3 Day Seminar - December 12-14
Gibbs Ranch, Sam Houston State University
Huntsville, Texas
(80 miles North of Houston on I-45)

Circle G Seminar Objectives :

Learn how to develop fertile soils & *nutrient dense* grass that will support and produce animals that meet the standards of "Gourmet Beef".

Understand why *nutrient dense* grass is important to finish cattle and develop quality genetics.

Learn techniques to monitor and manage grass in the pasture.

Learn how to select and use the cows in your herd to produce "Gourmet Beef."

Learn how to evaluate and choose the correct bull to reproduce that same "Gourmet" quality in his offspring.

Develop a "whole farm" plan for quality forage production.

Learn where the markets are for your "Gourmet Beef".

"Circle G" Seminar Outline

Introduction: Institute Objectives

Part One: *The Beginning; Start With the End in Mind!*

Part Two: *You Are What You Eat; Healthy Rumen = Healthy Animal*

1. **How the Rumen Works**
2. **What the Rumen Expects and Needs**
3. **Filling That Need Is Our Goal**

Part Three: *Quality Forage – What Is It?*

1. **Type of Forage**
 - A. Species and Varieties
 - B. NDF/ Digestible Fiber
2. **Chemistry Of Forage Production**
 - A. Brix, Minerals, Vitamins, Enzymes
 - B. Tissue Testing / Soil Testing
 - C. Foliar Feeding
3. **Biology of Forage Production**
 - A. Healthy “Soil Rumen”
 - B. Livestock Of the Soil - “Microbial Sponge”
4. **Management of Grass Production**
 - A. Plant / “Soil Rumen” Relationship
 - B. Management Of Grass: Planting, Growing and Harvesting
 - C. Whole Farm Concept? Plan for Year Round Forage
 - D. Economics Of Grass Fed Compared To Grain Fattening

Part Four: *Animal Type Makes A Difference*

1. **Frame Size, Capacity, Breeds**
2. **Animal and Carcass Handling**

Part Five: *Animal Health*

Part Six: *You Can Grow Choice Grass Fed Beef!!!*

1. **Quality Grass And Grass Genetics**
2. **Grass Model Flexibility**

Part Seven: *Agriculture Is Always Changing – It's Changing Now*

1. **Economics**
2. **Marketing**
3. **Social Aspects**

The question posed by this Seminar is:

"Which do you need ***first*** to produce

****Gourmet Grassfed Beef **** -
quality soil and grass, or
the proper cattle genetics?"

The correct answer is - ***both.***

Doug and Gearld can show you why.

See you there!