



# Audubon Conservation Ranching Workshop

**GUEST SPEAKER: DR. ALLEN WILLIAMS**

ADAPTIVE GRAZING PRINCIPLES FOR  
INCREASED PROFIT & ENHANCED MARKETING

Thursday, February 1, 2018 | 9:00AM-4:30PM

Free workshop with lunch provided

Pecos Room, Campus Union Building, Eastern New Mexico University,  
Portales, New Mexico

## AGENDA

**9:00AM**

Welcome: Jon Hayes, Executive Director,  
Audubon New Mexico

**9:15-11:45AM**

Dr. Allen Williams

- What is Adaptive Grazing?
- Principles and Basics of Adaptive Grazing
- Practical Implementation
- Measured Benefits of Adaptive Grazing
- Case Studies

**12:00- 1:00PM**

Lunch

**1:00-4:00PM**

Dr. Allen Williams

- Economic & Financial Advantages of Adaptive Grazing
- Cattle Marketing Current Trends and Premiums for Grass Fed Beef
- Connecting with State and Regional Finishers
- Connecting with Retailers and Getting Product into the Market

**4:00-4:30PM**

- Most Frequently Asked Questions/ Concerns & Wrap-Up

**Attendance is limited so please RSVP today at**  
[goo.gl/forms/G7mmmvc5hS1BYuBd2](http://goo.gl/forms/G7mmmvc5hS1BYuBd2)





[AUDUBON.ORG/RANCHING](http://AUDUBON.ORG/RANCHING)

PROTECTING BIRDS  
- BY RESTORING -  
GRASSLANDS

## Audubon Conservation Ranching Program

Working lands represent one of the best hopes for grassland bird conservation. Audubon's Conservation Ranching program, a market-based conservation approach offers incentives for good grassland stewardship through a certification label on beef products. Audubon's Conservation Ranching Program honors and listens to the ranchers who are stewards of vast open spaces and provides them with a value added, market based strategy that benefits landowners and birds alike. For the first time, consumers can contribute to grassland conservation efforts by selectively purchasing beef from Audubon-certified farms and ranches.

To learn more about what conservation ranching means for ranchers and why it can be good for birds and the environment, visit us on the web at: [audubon.org/conservation/ranching](http://audubon.org/conservation/ranching).

**For more information about the Workshop contact:**  
**Beth Bardwell, Director of Conservation, Audubon NM**  
[bbardwell@audubon.org](mailto:bbardwell@audubon.org)  
575-418-0288 | [nm.audubon.org](http://nm.audubon.org)



## Allen Williams, PhD., President, GFI, LLC

Allen Williams is a 6th generation family farmer and founding partner of Grass Fed Beef, LLC, Grass Fed Insights, LLC, and a partner in Joyce Farms, Inc. He has consulted with more than 4200 farmers and ranchers in the U.S., Canada, Mexico, and South America on operations ranging from a few acres to over 1 million acres. Allen pioneered many of the early adaptive grazing protocols and forage finishing techniques and has spent the last 15 years refining those. He is a "recovering academic", having served 15 years on the faculty at Louisiana Tech University and Mississippi State University. He holds a B.S. and M.S. in Animal Science from Clemson University and a Ph.D. in Livestock Genetics from LSU. He has authored more than 400 scientific and popular press articles, and is an invited speaker at regional, national, and international conferences and symposia. Major areas of research and business focus include soil health, cover crop/livestock integration, adaptive forage & grazing management, high attribute pasture-based meat production, and alternative marketing systems.

He is featured in the Carbon Nation films, "Soil Carbon Cowboys" ([vimeo.com/80518559](https://vimeo.com/80518559)) and "Soil Carbon Curious" ([vimeo.com/130721684](https://vimeo.com/130721684)) and has a recently released book co-authored with Teddy Gentry, "Before You Have A Cow". Allen is a regular contributor to "GRAZE" and has written articles for the "Organic Broadcaster", "Stockman GrassFarmer", and many other publications. He currently serves on the Board of Directors of the Grass Fed Exchange and the Mississippi Sustainable Agriculture Network, Core Team Member of the Pasture Project, and Co-Investigator for Team SoilCarbon. He also serves as an officer in the Starkville Civitan Club and is active in his local church.

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