

Profitable Grazing Essentials



Lessons Learned

from...

“Living off the Land”, a grazing group promoting managed grazing in the Juneau County area started in part through funding from the “Grazing Lands Conservation Initiative”

Agencies working together in the project include: Wisconsin Organic Marketing Alliance Cooperative (WOMA), Natural Resources Conservation Service (NRCS), UW-Extension and Juneau County Economic Development Corp (JCEDC)

It's the producers that made it happen



Grazing Formula

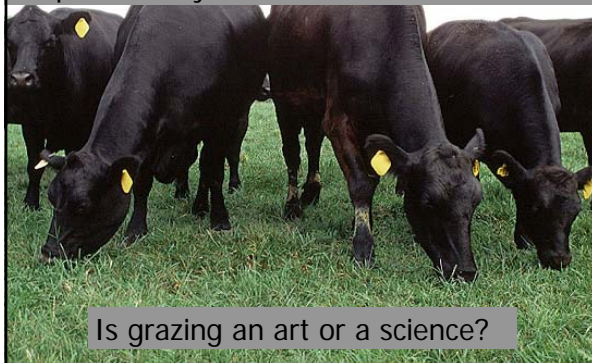
Sunlight + Rain + Green Plants = Plant Growth

Plant Growth + Grazing Animals = \$\$\$

The Grazing formula involves:

- What's best for the grass
- What's best for the livestock
- What moves you toward your goals!!!

Management is our most important input for productivity







Be creative with water



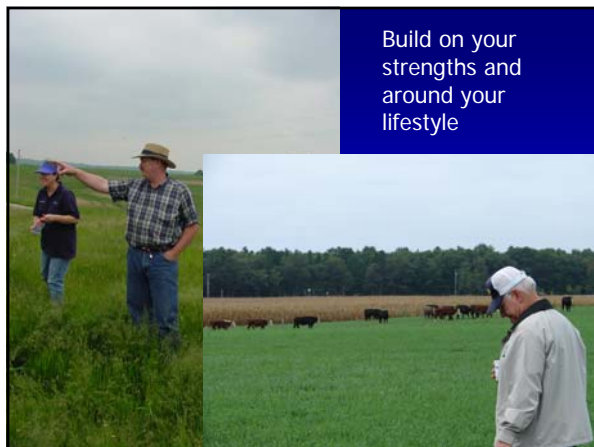
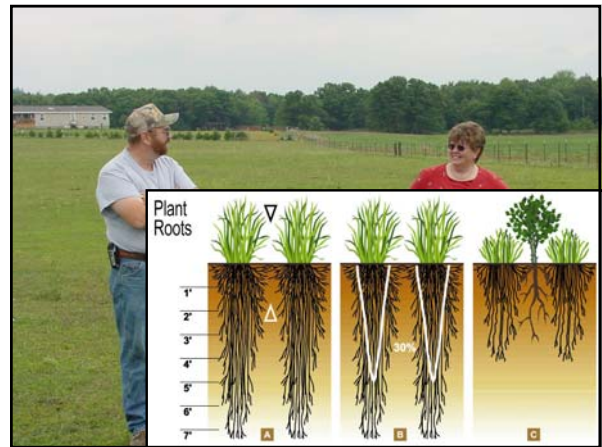
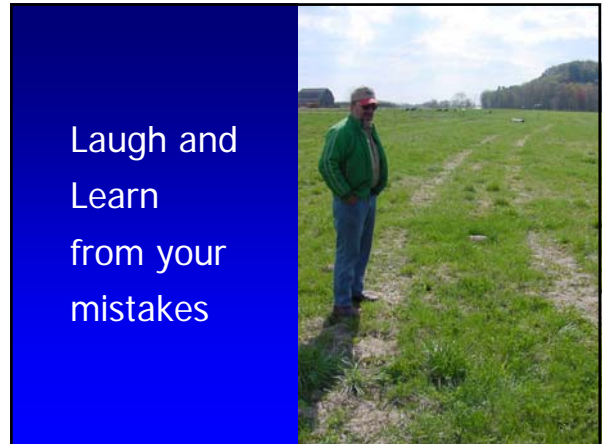
Where to place the lane



Look no water



Grazing should heal/prevent this...





**Living Off the Land Grazers
Year-end Evaluation (Dec 2006)**

- 55 % of beef producers said that they made changes in their operation
- Changes and perceived benefits included:
 - Frost seeding, I got a nice stand of red clover
 - I have decided on high tensile fencing instead of woven wire

**Evaluation, Changes and benefits:
(Continued)**

- Less erosion
- Better use of grazing practices to limit purchased fertilizers
- More profit
- Less hay to buy and handle
- Better health
- New varieties
- Less fuel used
- More free time





A Taste of Country "Consumer Survey N=33"

To help direct meat marketers like Irv Osterloh improve their business, please answer the following questions:

A Taste of Country "Consumer Survey N=33"

How likely is it that you would consider buying meat directly from the producer?

- 76% - Very Likely
- 15% - Somewhat Likely
- 9% - Not likely

A Taste of Country "Consumer Survey N=33"

What predetermined size would you prefer?

- 7% - Whole
- 59% - Half
- 10% - Quarter
- 17% - Eighth
- 7% - Other

A Taste of Country "Consumer Survey N=33"

Would it increase your desire to purchase direct if you could purchase selected cuts rather than predetermined sizes?

- 45% - Definitely
- 18% - Maybe
- 36% - Probably Not

Attributes you most look for when buying meat

	Very Important	Somewhat Important	Not Important
Locally grown	71%	23%	7%
Humanely raised	73%	23%	3%
Grass fed-pastured	79%	21%	
Antibiotic free	90%	3%	7%
Hormone free	94%	3%	3%

Grazing Management Tips

- Learn To Manage Your Pastures
- Avoid over or under grazing
- Apply fertilizer as needed (take a soil test)
- Re-seed pastures if necessary

Grazing Management Tips

- Commit Yourself Totally To Making It Work
- Make The Transition Gradually
- Solicit A Lot Of Advice, But Make Your Own Decisions
- Stay Flexible And Keep Investments Low
- Plan, Plan, & Re-plan

Wisconsin 4-11 Central Wisconsin Agricultural Specialization UW-Extension - Microsoft Internet Explorer

Address: <http://www.uwex.edu/ces/cwas/index.html>

Cooperative Extension

Central Wisconsin Agricultural Specialization

A Partnership with the University of Wisconsin - Extension and Member Counties: Adams, Green Lake, Juneau, Marquette, Portage, Waushara, and Wood

February 24, 2004

WELCOME TO CWAS - Central Wisconsin Agricultural Specialization

Our mission is to be the primary source of research based agricultural information and education for the agricultural community in Central Wisconsin.

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- Adams
- Green Lake
- Juneau
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