Registration Form

Fee is *$150.00* per person
(Children under 12 - $100.00)

Name_____

Address_____

_____

Phone _____

Additional names for tags and folders

_____

_____

_____

_____

Number attending ____X $150.

Amount enclosed_____

Complete & return by **10/22/12** to:

American Herbataurus Society
1680 Maple Road
New Bethlehem, PA 16242

Phone 814-256-3707

Email: herbataurus@gmail.com

Location
Rock Falls Hotel
2105 First Avenue South
Rock Falls, Illinois, 61071
Phone: 815-626-5500
Fax: 815-626-5501
www.hotelrockfalls.com

Be sure to make reservations by October 17, 2012 under the AHS room block name to get discount.

Driving Directions

East: Driving west on Interstate 88, take Sterling-Rock Falls Exit 41. Turn left at stop sign. Hotel is ½ mile down 1st ave.

North: Driving south on Rt 40, the hotel will be on the left side of the road on 1st ave. in Rock Falls,

Airports – distance to hotel

Chicago	120 miles
Peoria	85 miles
Rockford	70 miles
Moline	50 miles

Van Amburgh's own Ohonte™ breed. – 15 month heifer

American Herbataurus Society

Presents

Managing the Grassfed Herd (Beef and Dairy) For Optimized Performance and Returns

Bring your notebooks. Bring your recorders.

Speakers that will motivate and inspire you to see new possibilities and achieve your goals.

November 1 & 2, 2012
Rock Falls Hotel
Rock Falls, Illinois

Pre-registration required by 10/22/2012

www.americanherbataurus.com

Gearld Fry defines "Cattle Expert". He has extensive experience with both dairy and beef production including operating his own embryo transfer and herd bull fertility business. He is an international consultant, published author and the founder of the American Herbataurus Society.

Gearld believes that having a vision and mission statement is a crucial first step for any livestock operation. He wants you to understand that your animals are genetic packages and can be managed to get the traits you desire. Learn about the genetic responsibility of the bull in any herd improvement program.

www.bovineengineering.com

Steve Campbell has worked with cattle since he was a boy. During the past 13 years he has studied expensively the soil - plant –animal-human health relationship which has led him to create some phenomenal grass genetics cattle and propelled him into a consulting business.

Get ready for information overload as Steve will discuss what is required to create superior genetics as represented by the "Herbataurus model". He'll cover management, nutrition, breeding, and selection – with the emphasis that it's a 365 day a year process.

Jamie Hostettler speaks from experience on what it takes to produce gourmet quality grassfed beef and build a customer base. Heritage Beef is an alliance of producers that adhere to a set of quality control and business standards. They all use the brand name Heritage Beef and still service each of their own customers.

Learn tips on how to raise gourmet quality beef and separate yourself from just "grass fed". Hear about producing high quality, high energy forages for the finishing phase. Learn how to grow your own grassfed beef market, using things such as referral marketing, and how to keep the customers coming back for more.

Paul and Phyllis Van Amburgh walked away from prominent careers to produce food and do it right. Dharma Lea is a certified organic 100% Grass-Fed farm where a 100 head of dairy cattle and 30 head of registered Devon and Herbataurus cattle are intensively grazed.

Their milk goes to the commercial organic market and Maple Hill Creamery 100% Grass-fed Yogurt. Beef animals are sold as breeding stock and by the cut to co-ops and individuals.

Paul and Phyllis are excited about creating their own breed of dairy cattle. Both have conducted intensive independent research in pre-WW II breeding and herd development techniques, and in ecologically sound farming practices. Their knowledge and accomplishments has them being regularly requested to speak - from private consultations to universities.

This is a 2-part, four hour presentation. The Van Amburghs are a complementary speaking duo and shall present guidelines for identifying and breeding the dairy cow for the grass based future of dairy farming - beginning with an overview of epigenetics. They will discuss the importance of management and the development of top quality young stock. The course will move through the markers, strategies and goals for the improvement of any grass herd to profitable milk production with an emphasis on uniformity and performance.

Ohonte (Mohawk for Grass) 5 month bull, high performance dairy grass genetics.
www.dharmalea.com

Whether you milk an entire herd or one family milk cow or none at all, if your desire is to manage for high performance (beef or dairy) on a grass system – this program has information you need to know.

Program Agenda

Thursday, November 1, 2012

AM

8:00 - 8:30 Registration

8:30 - 8:45 Opening Comments

8:45 - 10:00 Steve Campbell, Triangle C Ranch
A Great Bull is ONLY the Beginning of Creating Great Cows.

10:00 - 10:30 Break

10:30 - 11:45 Jamie Hostettler, Heritage Beef
Farm to Fork: Producing & Marketing Gourmet Quality Beef

PM

12:00 - 1:00 Catered Lunch

1:15 - 2:15 Gearld Fry, Artisan Beef Genetics
Put Your Mind's Eye to Work – What Does Your Future Herd Look Like?

2:15 - 2:45 Gearld Fry – Open Discussion

2:45 - 3:15 Break

3:15 - 5:15 Paul & Phyllis Van Amburgh
Breeding for the Perfect Diary Cow – Strategies for the Grass Herd. Part I

6:00 - 7:00 Dinner (Grassfed Entrée)

7:30 – 8:30 Entertainment
Cowboy Poet Rich Kientopf

Friday, November 2, 2012

AM

8:00 - 10:00 Paul & Phyllis Van Amburgh
The Perfect Dairy Cow Part II

10:00 - 10:30 Break

10:30 - 11:30 Speaker Panel Q & A

11:30 – 12:00 Gearld Fry
American Herbataurus – Creating the standard for grassfed beef genetics. Bringing Back – Certified Meat Sires