For Immediate Release

DON’T MISS the 2015 Grassfed Exchange Conference

Generations of Opportunity: Sun and Water, Sons and Daughters.

September 16-18, 2015 in Mt. Pleasant, Michigan

The premier Grassfed conference invites your participation in this year’s seminal educational event. Our rancher-led Board of Directors has crafted a three-day event packed with stimulating tours and seminars to build on the resounding success of our recent conferences, which have been described as “the most interesting and thought-provoking grazing conference I’ve attended in many years” by Joel McNair, Editor of Graze Magazine, and “the best and most informative beef cattle industry meeting that I have ever attended” by Bill Helming, Economist, Author and Founder of Cattle-Fax.

This Year’s Farm Tours Feature:

- Graham’s Organics - Grassfed beef and Pastured Poultry and Pastured Meat Processing
- Lake City Research Station - Cutting Edge Grassfed Beef Research conducted by Dr. Jason Rowntree at Michigan State University
Featured Speakers include:

- Dr. Daphne Miller - Author of *Farmacology*
- Nicolette Niman - Author of *In Defense of Beef*
- Mark Schatzker - Author of *Steak* and *The Dorito Effect*

Seminars include:

- Grazing for Soil Health
- How to Effectively Stack Enterprises
- Grass Finishing Strategies & Finances
- Our Changing Industry
- Farm & Ranch Succession
- Growing Production & Processing Together
- The Case for Sustainable Beef
- The Case for Good Food
- Grass Fed Success

The Grassfed Exchange, a not for profit organization co-founded in 2009 by Wayne Rasmussen and Terry Gompert, has emerged as the grassfed industry leader in organizing and sharing top-shelf information about grassfed production, soil health and environmental quality.

Wayne Rasmussen: Each year we try to make the Grassfed Exchange conference better than the year before. I think this conference in Michigan will do just that. Some of the highlights will be a Great tour lineup. What a great opportunity to see what is being done by a top notch university in grass fed animal research and forage research. With our speaker line up I do not know who we could leave out. I believe you will want to be there to hear each one of them. Don’t forget all of you who will be attending are leaders in your own right and you all have a story to share. Having that opportunity to sit around the table and get to know others who are attending is perhaps the greatest benefit of the conference. We hope to send you home recharged and excited about the future of the Grass Fed industry.

For more information and registration please go to [www.grassfedexchange.com](http://www.grassfedexchange.com) or contact Kathy Richburg, kathyr.gfe@gmail.com 256-996-3142.