

“Doing It Naturally” Join us for our first annual Wolfe's Neck Farm fall natural beef conference. This conference will feature nationally known speakers on topics ranging from “Cowboy Nutrition”, a day in the life of a natural Feedyard, and beef industry perspectives through several focusing on consumer perception and buying trends for natural beef. You will also learn where Wolfe's Neck Natural Beef is currently and where we will be going in the future. If you are a farmer, you will be updated on the latest technical and marketing trends. If you want to learn more about the potential for agricultural growth, you will gain information and contacts from the cutting edge. We look forward to seeing you in Freeport on November 6th.



FEATURED SPEAKERS

Mr. Dave McClellan *McClellan Consulting Service • Fremont, Nebraska*

Dave is rapidly becoming one of the leading natural nutritionists in the country and has clients throughout Iowa, Nebraska, Colorado, and even Canada. His clients will market more than 800,000 head of cattle next year. With the arrival of BSE and the changing buying trends of the American consumer, Dave has put more emphasis on natural beef production as part of a total feedyard operation.

McClellan will discuss the general topics of “Cowboy Nutrition” giving a better understanding of the various nutritional stages for backgrounding and finishing cattle in the United States. In the afternoon session he'll discuss how to use new natural feed additives and different feeding schedules to counter the losses in efficiencies associated with feeding within a pure natural operation.

Mr. Kent Bamford *Bamford Feedyards Haxtun, Colorado*

Kent Bamford is co-owner of Bamford Feedyards, a large very progressive feedyard in Colorado. His experiences include being current Vice President and President Elect of the Colorado Cattleman's Association, a member of the Board of Directors for the National Cattleman's Beef Association along with being Vice-Chairman on NCBA's Beef Safety Committee and a member of the Checkoff Operating Committee.

Kent will discuss a day in the life of a western feedyard and will lay out management techniques he has developed to manage both a conventional and natural feedyard simultaneously and will outline his level of management required to verify pure natural product. Kent will explain his plans as he transitions from a 100% conventional to 50% natural in his 15,000 head feed yard.

Mr. Lawrence Adams

Lawrence grew up on a diversified family farm in central Nebraska that raised cattle, hogs, and operated a dairy, crops included corn and alfalfa fed through the livestock.

After attending the University of Nebraska at Lincoln he returned to the family business, spending 30 years increasing it to a capacity for 90,000+ head of cattle in 2 feedlots and 6,000 acres of cropland with over 100 employees. The focus was on providing quality beef products through sound business management focusing on Human Resources and Production Systems. Also there was major emphasis on protecting the environment and sound animal husbandry. Currently he is focused on feeding cattle to both specialty and commodity markets at family-owned commercial feedyards. These feedyards must adhere to stringent Quality Controls for Food Safety and Quality. Lawrence will discuss the current state of the beef industry and where he feels we will be heading over the next six to twelve months. He has also been involved with custom feeding and retained ownership and will discuss what he looks for when deciding where to custom feed cattle for both conventional and natural markets.

REGISTRATION

Name: _____ Type of Operation: _____
 Farm Name: _____ Cow/calf backgrounder
 Address: _____ Feedlot Operator
 _____ Industry participant
 Phone: _____ Other: _____

PLEASE RETURN WITH
PAYMENT PAYABLE TO:

Wolfe's Neck Farm
184 Burnett Road
Freeport, ME 04032

DISCUSSION

Consumer Buying Trends for Natural Beef

In what should prove to be a dynamic discussion on buying patterns in the natural beef industry, you will hear from three meat buyers on what their customers are looking for from a natural beef supplier.

Mr. John Nicholson *Whole Foods*

John is the regional Meat Coordinator from Whole Foods. Whole Foods, the largest natural retail chain in the world, is an important partner to Wolfe's Neck and a leader in the natural beef category. John will discuss how his company is looking to its suppliers for more transparency and the types of questions the customers of Whole Foods are asking. He will address where Whole Foods is looking to go with farm inspections and audits and what it takes to be an approved national supplier.

Mr. Dave Duley *Hannaford Bros.*

Dave is the Director for Meats and Seafood for Hannaford Bros., headquartered in Scarborough Maine. Hannaford Bros. is the leading grocery chain in Maine and one of the largest in New England with over 160 stores in a five-state region. Hannaford is one of the most progressive chains regarding natural foods. Their Nature's Place category continues to be the fastest growing area within the Hannaford family.

Mr. Sam Hayward *Fore Street Restaurant*

Sam is co-owner and operator of Portland's Fore Street restaurant, known for its meat preparation and arguably the best restaurant in Maine. A James Baird award winner, Sam will discuss buying trends and consumer preferences for natural beef in the food service industry. He will also discuss the future role of natural beef in the restaurant industry.

COST

\$20 per person or \$30 per farm (limit three per farm)
Make checks payable to Wolfe's Neck Farm