

Summer 2003

Dear Beef Producer,

I invite you to participate in the Sustainable Beef Production Course designed for beef producers to gain practical skills and knowledge in raising and marketing beef cattle. I have enclosed the bright orange flier / registration form for the course. The course is limited to 20 farms. Please register as soon as possible and before August 22, 2003 if you are interested in taking the 12-session course. **Participants will be registered on a first come-first serve basis.**

**Please note: The date for the feeder calf sale on your course schedule is incorrect. The date will be either October 17 or 24.**

As a part of the course, you will take a two-day tour of Aroostook County beef operations on September 6 and 7th. Your course fee pays for the bus transportation. However, you will need to reserve and pay for your own overnight accommodations at the Northern Door Inn (207) 834-3133 in Fort Kent.

*There may be some space available on the bus for beef producers who do not wish to take the course but would like to be a part of the Aroostook Beef Operations Tour. For those people, the bus fee is \$50.00 per person. Please use the enclosed blue registration form to register for the tour only.*

If you have questions, please feel free to contact me at 1-800-287-1471 or [Erick@wolfesneckfarm.org](mailto:Erick@wolfesneckfarm.org)

Sincerely,

Erick Jensen  
Wolfe's Neck Farm

# Sustainable Beef Production

## Tentative Course Schedule

**Course Kick-off Tour (2-day) – Saturday and Sunday September 6 and 7, 2003**

**Beef Operations Tour to Aroostook County, Maine** Participants will visit two beef feedlots: Carroll Caron 2000 head capacity in New Canada, and Bob Theriault 1000 head capacity in Ste. Agatha.

Topics include: **Marketing Beef Animals and Products** with Clint Giustra, Maine Department of Agriculture, and **Retail Marketing & Adding Value** with David Ordway and Erick Jensen, Wolfe's Neck Farm. Participants will stay overnight at Northern Door Motel (207- 834-3133) in Fort Kent. On Sunday we will visit cow/calf operation of the Guimond Farm in Fort Kent before returning home. At least two complementary meals will be provided to tour participants. Bus transportation will be provided as part of the course. Participants will make and pay for their own overnight accommodations with the Northern Door Motel. Pickup points will be arranged along Interstate 95 in Maine as we travel northward.

*Optional Friday, October 10, 2003 – **Feeder Calf Sale Experience** at the Annual Maine Beef Producers Assn. Feeder Calf Sale, Richmond, Me. An optional session but could prove to be an effective educational experience.*

**Saturday, October 11, 2003 – Beef as a Business – An Overview of Enterprises** with Dee Potter, Wolfe's Neck Farm, and Clint Giustra, Maine Department of Agriculture

**Saturday, November 8, 2003 – Cow Herd Nutrition – Feeds & Feeding** with Ken Andries, Extension Livestock Specialist UMCE

*Optional Saturday, Dec. 6, 2003 – **Maine Beef Annual Conference** Ramada Inn, Bangor – Course participants may wish to attend this conference. Fee to attend is not included in the Sustainable Beef Production Course fee.*

**Saturday, December 13, 2003 – Beef Herd Health** with Gary Anderson, Livestock/Dairy Specialist, UMCE

**Saturday, Jan. 10, 2004 – Beef Quality Assurance and Effective Recordkeeping** with Dee Potter, Wolfe's Neck Farm

**Saturday, February 14, 2004 – Beef Facilities & Animal Handling** with Dee Potter and Erick Jensen; **Manure Management** with Rick Kersbergen, UMCE

**Saturday, March 13, 2004 - Beef Cattle Reproduction** with Dr. David Marcinkowski, UMCE; and Jonathan Moore, Genex

**Saturday, April 10, 2004 - Calving and Calf Care** with Dr. Peter Caradonna, DVM; and Erick Jensen, Wolfe's Neck Farm

*Optional **Beef Expo, Friday through Sunday, April 23-25** at the Fryeburg Fair Grounds in Fryeburg, Maine. This event is always a good educational experience.*

**Saturday, May 8, 2004 - Pasture Management; and Forage Quality** with Rick Kersbergen, UMCE

**Saturday, June 12, 2004 - Fencing Systems** with Gallagher or Premier Fencing Representative and Richard Brzozowski, UMCE

**Saturday, July 10, 2004 - Farm Tractor Safety & Equipment Maintenance** with Richard Brzozowski, UMCE; and Delekt Brothers representative, Auburn, Maine

**Saturday, August 9, 2004 - Conventional / Natural / Organic Beef Considerations** with Dee Potter and David Ordway of Wolfe's Neck Farm

## **Sustainable Beef Production Competency Profile**

*Beef producers in Maine ought to have the following skills and knowledge about beef so as to*

- improve their beef farm management skills*
- increase their chances of a profitable beef enterprise or*
- gain employment on a successful beef operation.*

### **Beef Cattle Health**

Know how to take rectal temperature

Recognize a normal and abnormal temperature of cattle

Select the proper needle and size for use on calves and cattle

Properly draw vaccine from a vial into a syringe

Give an intramuscular (IM) injection

Give a subcutaneous (sub-Q) injection

Properly dispose of a used needle

Recognize a sick individual

Recognize signs for internal parasites in cattle

Know how to take a fecal sample for diagnosis

Know how to select a pour-on material for external parasite control

Know how to apply a pour-on material for external parasite control

How to select a proper de-wormer for cattle

How to calculate dosage of a vaccine and de-wormer

Know components of a cattle health program (various vaccinations)

Be able to differentiate antibiotics typically used for beef cattle

Develop a Bio-security plan for your operation

Know how to administer and oral dewormer

Become familiar with common cattle diseases such as scours, pinkeye, pneumonia, foot rot, naval ill, ringworm, lice, etc.

### **Birthing**

Recognize when a cow is to give birth

Recognize a normal birth

Recognize dystocia (breech birth, abnormal birthing)

Properly stomach tube a newborn calf

Apply tincture of iodine on the newborn's naval cord

Milk a beef cow for colostrum

Be able to properly store and handle colostrum

Know how to deliver a calf

Recognize the difference of male and female calf

Develop a newborn calf protocol (ID, castration, Selenium, other health issues)

Recognize different castration tools for calves

Castrate a bull calf

List different ways to dehorn an animal

Dehorn a calf

Attach an ear tag to an animal

Build a calving kit

Be able to recognize and treat a retained placenta

Be able to recognize and treat a vaginal prolapse

### **Beef Nutrition**

Balance a feed ration for feeder calf

Train a calf to drink from a bucket

Balance a feed ration for a pregnant cow

Balance a ration for a replacement heifer

How to use the Pearson's square

Know the advantages and disadvantages of feeding by-products  
Become familiar with types of feeds and their nutrient values  
Recognize common nutritional disorders  
Recognize the value of a total mixed ration (TMR)  
Be able to take a feed bunk sample  
Be able to read and interpret a feed tag  
Know proper mineral supplements and forms suitable for cattle  
Become familiar with feed bunk management such as sanitation, feed quantity, feeding frequency, bunk structural materials, etc.  
Know how to properly feed the herd sire  
Be able to list components of a growing/finishing ration for market animals  
Calculate feed needs (winter feed supply needs)

### **Cattle Behavior**

Understand how cattle behave in different situations  
Know how to safely handle a newborn calf  
Drive a herd of beef cattle from one point to another  
Know / use the safety rules for working beef cattle  
Place a halter on a calf/cow  
Know how to tie a halter for quick release  
Train a calf to lead  
Lead a cow by the halter  
Load a cow onto a trailer  
Weigh a beef calf  
Weigh a beef cow  
Estimate a weight of a steer, heifer, and cow within 10 pounds

### **Breeding & Reproduction**

Select a replacement heifer  
Select a bull for certain trait  
Recognize estrous in a heifer / cow  
Calculate time of calving from breeding date  
Keep production records  
Evaluate individual animals through body condition scoring  
Understand the implications of body condition to reproductive health  
Become familiar with the benefits and drawbacks of crossbreeding  
Understand heritability of various traits  
Understand hybrid vigor  
Understand the considerations for artificial insemination  
Know how to read a sire proof for selecting bulls (EPD's)  
Understand how estrus synchronization might be used for artificial insemination  
Understand the reproductive tract of a beef cow  
Understand the basics of artificial insemination (AI)  
Become familiar with embryo transfer technology and how it might be used for beef cattle  
Become familiar with and be able to identify common purebred beef breeds

### **Beef Facilities and other Farm Facilities**

Know principles, design and components of a working chute/facility  
How to calculate adequate space for beef cattle  
Know the needs of animals for protection from the elements  
Understand space requirements for beef animals at different ages / growth stages  
Understand the need for proper barn ventilation for different seasons and conditions  
Know how to select proper bedding materials for beef animals  
How to build or design a feed bunk  
How to build, design or select a hay feeding system  
Know how to select or build or use a windbreak

Know how to design an adequate handling facility for catching and treating individual animals  
Become familiar with different watering systems and how they work  
Know how to design a basic manure management system  
Become familiar with proper grain storage on the farm  
Become familiar with proper hay or forage storage on the farm

#### **Fencing, Forages and Pastures**

Understand the basics of rotational grazing  
Be able to evaluate a pasture for forage quantity and quality  
Recognize the pros and cons of different grazing systems  
Become familiar with different watering systems for cattle at pasture  
Know advantages and disadvantages of electric fencing  
Know advantages and disadvantages of non-electric fencing  
How to drive a corner fence post  
How to select and hang a gate for use by cattle  
How to layout a pasture for flexibility  
Recognize at least 5 different pasture forages  
Recognize at least 5 different plants poisonous to cattle in Maine  
How to take a forage sample (hay or silage) for testing  
How to interpret the results of a forage sample  
How to take a soil sample for a field or pasture  
How to interpret the results of a soil sample  
Identify forage stages of maturity, implications of forage maturity for quality

#### **Sale of Beef and Beef Products**

Become familiar with the US beef industry infrastructure  
Become familiar with food safety and food-related regulations in Maine and US  
Know how to determine when a steer or heifer is ready for market  
Know the grades of beef (both quality grades and yield grades)  
Become familiar with the value of an animal at different growth stages and conditions  
Know how to develop a marketing plan for your own beef operation  
Understand the importance of value-added beef products  
Know the cuts of meat and from what part of the carcass they come  
Identify marketing options (cattle sales, private treaty, cooperative marketing, and direct marketing)  
Understand preconditioning requirements

#### **Financial Management**

Know how to figure break-even point for a specific enterprise  
Become familiar with beef-based enterprise budgets and how to use them  
Develop or select an effective financial record keeping system  
Know how to keep useful financial records (computer or paper)  
Become familiar with income tax Schedule F and how to complete it correctly  
Know how to analyze financial records to make wise decisions  
Become familiar with different beef enterprise types

#### **Other**

Know how to implement a cow/calf ID system  
Be able to track performance of individual calves or cows  
Identify and express the goals of your beef operation  
Know how to set criteria for culling individual cattle from your herd  
Know how to attract and keep effective farm workers  
Become familiar with beef terms  
Become familiar with agencies and resources (public and private) for beef producers in the US and Maine

## AGENDA

- 8:00-8:30 Breakfast and Registration
- 8:30 Welcome and Opening Remarks  
Erick Jensen, CEO, Wolfe's Neck  
Natural Beef
- 8:45 "Cowboy Nutrition"  
Dave McClellan, McClellan Consulting  
Service
- 9:30 Break
- 10:00 "A Day in the Life of a Feedyard"  
Kent Bamford, Bamford Feedyards
- 10:45 "Where is the industry going and are  
you ready for custom feeding?"  
Lawrence Adams
- 11:30 "Summer in Maine Program"  
Erick Jensen, Wolfe's Neck Natural Beef
- 12:00 Lunch
- 12:45 Afternoon Remarks  
David Ordway, Vice-president Wolfe's  
Neck Natural Beef
- 1:00 Round Table Discussion  
"Marketing Natural Beef"  
• Mr. John Nicholson, Whole Foods  
• Mr. Dave Duley, Hannaford Bros.  
• Mr. Sam Hayward, Fore Street  
Restaurant
- 2:30 "Natural and Efficient"  
Dave McClellan, McClellan Consulting  
Service
- 3:15 Closing Remarks  
Erick Jensen

## LODGING

Excellent lodging facilities are available in Freeport along with great shopping. Within 7 miles of the farm are:

|                 |              | PER NIGHT |
|-----------------|--------------|-----------|
| Harraseeket Inn | 207-865-9377 | \$165     |
| Comfort Inn     | 207-865-9300 | \$108     |
| Hampton Inn     | 207-865-1400 | \$119     |
| Freeport Inn    | 207-865-3106 | \$82-102  |
| Coastline Inn   | 800-470-9494 | \$89      |



184 Burnett Road  
Freeport, Maine 04032



## Wolfe's Neck Farm Natural Beef First Annual Fall Conference

November 6th, 2004

8:30 am to 3:30 pm

The Stone House, Freeport Maine

*"Doing It Naturally"*



**HURRY - REGISTER TODAY**  
*Limited to just 50 participants*

184 Burnett Road, Freeport, Maine 04032  
(207) 865-4469 / Fax: (207) 865-6927  
[www.wolfesneckfarm.org](http://www.wolfesneckfarm.org)

**“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