

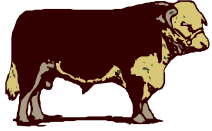


## UNIVERSITY OF CALIFORNIA

### COOPERATIVE EXTENSION ~ SUTTER/YUBA COUNTIES

142A GARDEN HIGHWAY, YUBA CITY CA 95991

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# HERD 'ROUND THE RANGE

March 2004

**2004 NICHE MEAT MARKETING CONFERENCE II**  
**BUEHLER ALUMNI CENTER – UC DAVIS**  
**WEDNESDAY, MARCH 31<sup>ST</sup>, 9:00 AM – 4:30 PM**

This conference will build on last year's very successful first meeting. The agenda is based on requests from producers at last year's session. It is designed to provide important information and contacts for producers that are thinking about or currently niche marketing meat products.

**Cost:** \$60 per person if Registration is postmarked by March 24<sup>th</sup>, after March 24<sup>th</sup> postmark registration is \$70.  
Registration includes: parking, lunch, and handouts

#### AGENDA

9:00 AM – Noon

- INTRODUCTION AND OVERVIEW OF BUSINESS AND MARKETING OPTIONS FOR NICHE MEAT MARKETING  
*Glenn Nader, UC Farm Advisor*
- HEALTH CLAIMS RESEARCH AND THEIR REQUIREMENTS FOR USE ON LABELS WITH GRASS FINISHED LIVESTOCK  
*Dr. Cindy Daley, CSU – Chico*
- LABELING – THE INS AND OUTS OF GETTING A LABEL APPROVED - *Tammie Myrick, USDA Labeling and Consumer Protection Department and a Private Label Expeditor*
- APPROACHES TO DETERMINING WHAT YOUR MARKET WANTS – *Speakers: Dan Macon, High Sierra Resource and Development Council and Roger Ingram, UC Farm Advisor*

Noon – 1:00 PM LUNCH PROVIDED AS A PART OF THE REGISTRATION COSTS

1:00 – 4:00 PM

- MEAT PROCESSING 101 – EVERYTHING YOU WANTED TO KNOW ABOUT PROCESSING, DRY AGING, AND VALUE-ADDED PRODUCTS – *Speaker: Tom Ringkob, University of Nevada, Reno*
- CHEF AND RETAILER PANEL: WHAT, WHEN, AND WHY WE WANT NICHE MEAT PRODUCTS – *Speakers: Chez Panisse Restaurant, Trader Joe's, and Bruce Aidells*
- ALTERNATIVE FEEDSTUFFS AVAILABLE TO SUPPLEMENT GRASS-BASED DIETS - *Glenn Nader*
- PROTOCOL DEVELOPMENT – MARIN COUNTY PROTOCOLS, *Stephanie Larson, UC Farm Advisor, Western Grasslands Beef, and Jeanne McCormack.*
- GRASS-FED BEEF COST STUDY – *Stephanie Larson*

## 2004 Niche Markets for Meat Products Conference Pre-Registration Form

Please enclose a check for \$60 made out to UC-Regents with the registration form. Mail completed form and check to: Roger Ingram, Niche Markets Conference, 11477 E Ave, Auburn, CA 95603.

**Note: Registration fee is \$70 if postmarked after March 24<sup>th</sup>.**

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Telephone \_\_\_\_\_ email \_\_\_\_\_  
What types of animals do you graze or manage? \_\_\_\_\_  
How many head \_\_\_\_\_ on how many acres \_\_\_\_\_

### NORTHERN SACRAMENTO VALLEY COW/CALF COST STUDY NOW ON LINE

A cost study for cow/calf operations in the Northern Sacramento Valley has just been completed and is now on the web at <http://coststudies.ucdavis.edu/cost-studies/BeefCowCalfSV2004.pdf>, this ten page cost study is based on 300 cow operation that operates on all leased ground, owns the cattle, and maintains a small operating loan. The lease price for forage approach avoids the complex and variable discussion of what land is worth and the variable stocking rates of different soils/locations. If a person owns the ground free and clear there is some money to be made, but typical of agriculture there is very thin margin. The study used the February 2003 market prices, which were not the highs seen in pre-BSE October/November 2003 period. On page 8 of the study, the "Return to Labor, Management, Investment for the operation was (-\$68.40) per head. A Nevada 2002 Cow/calf cost study for a 600 head operation had a Returns to Land, Risk and Management" of (-\$37.35). The budget section allows for the producer to put in their own costs to calculate the return of their operation. A research paper by Allen Torrel pointed out a -3 to 2% return on investment is the normal range for ranches in New Mexico and Idaho. It seems to fit most of the West as well.

### SHEEP SCRAPIE SUSCEPTIBILITY TEST AT UCD

Scrapie is an infectious and fatal disease in sheep. It is one of several diseases classified as Transmissible Spongiform Encephalopathies (TSE) and is the most common. The UCD Veterinary Genetics Laboratory can now conduct this testing. More information is on the web at:

[http://www.vgl.ucdavis.edu/service/sheep/scrapie\\_susceptibility.html](http://www.vgl.ucdavis.edu/service/sheep/scrapie_susceptibility.html)

# UC Davis Job Opportunity

## Beef Operations Manager

VL# 040145 External

Beef Operations Manager (SRA II - Non Exempt)  
\$2,875.58 - \$4,572.33/Mo Final Filing Date 03-01-04

This position is located in: Animal Science Department, at SFREC, Browns Valley, CA and is represented by a union. Working hours: Varies.

**Responsibilities:** In cooperation with personnel at the Sierra Foothill Research and Extension Center (SFREC), responsible for the management and operations of a university commercial cow/calf herd. Assist faculty members, cooperative extension personnel and graduate students in the design and completion of their research projects including ensuring experimental designs are followed, coordinating projects to maximize use of station land and livestock resources. Perform chemical analysis on biological samples collected. Herd management includes performing animal husbandry procedures, taking measurements, moving and handling beef cattle on horseback, foot or from vehicles. Integrate experimental procedures. Monitor the activities using the beef herd. Serve as liaison between faculty, students and the public to educate the public on the mission and research at SFREC.

**Requirements:** Demonstrated competency/skills in all aspects of modern beef cattle operations including computer records, range management, herd health, artificial insemination, and public and industry relations. Ability to teach undergraduate students, and assist graduate students in various aspects of beef cattle care and management. Knowledge of experimental design and adherence to experimental protocol. Knowledge of and ability to keep complete records including written and computer records. Training in collection of biological samples. Knowledge of simple chemical laboratory procedures. Ability to saddle and ride a working cow horse. Knowledge of common livestock feeds and grains. Ability to successfully perform artificial insemination. Ability to recognize and treat sick animals. Knowledge of range and irrigated pasture management. Knowledge of general husbandry and general ranch work. Ability to communicate effectively with students, researchers and the public.

**Physical Requirements:** Move 130 lb hay bales; move cattle on foot, horseback and with vehicles.

**Conditions of Employment:** Work outdoors in all weather conditions (summer -dry with extreme heat, winter - wet and very cold).

**Application Process:** Apply online at [http://www.hr.ucdavis.edu/Emp/Careers/Application\\_Process](http://www.hr.ucdavis.edu/Emp/Careers/Application_Process)

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IN BROWNS VALLEY, CA

DATE TO REMEMBER

MARCH 31<sup>ST</sup> NICHE MEAT CONFERENCE II, UC DAVIS

UNITED STATES DEPARTMENT OF AGRICULTURE, UNIVERSITY OF CALIFORNIA, AND COUNTIES OF SUTTER & YUBA COOPERATING

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Persons with special needs wishing to attend a program should contact the cooperative extension office in advance, Tel (530) 822-7515 and efforts will be made to accommodate your specific need.

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***March 2004 Herd 'Round the Range***