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*The Sustainable Grazing Project*  
**American Farmland Trust**

*Virginia Cooperative Extension programs and employment are open to all, regardless of age, color, disability, gender, gender identity, gender expression, national origin, political affiliation, race, religion, sexual orientation, genetic information, veteran status, or any other basis protected by law.*

*If you are a person with a disability and desire any assistive devices, services or other accommodations to participate in this activity, please contact Margaret Kenny 434-292-5331 ext 7 during business hours of 7:30 a.m. and 4:00 p.m. to discuss accommodations 5 days prior to the event.*

**Participant Profile - Complete and Return with Registration**

Name: \_\_\_\_\_ Farm Name: \_\_\_\_\_ Locality and State: \_\_\_\_\_

How many years have you been farming? \_\_\_\_\_ How much pastureland \_\_\_\_\_(ac.) and hayland \_\_\_\_\_(ac.) do you manage?

How much of the following types of livestock do you manage?  
 Brood cows \_\_\_\_\_ Stockers/Y earlings \_\_\_\_\_ Bulls \_\_\_\_\_ Replacement Heifers \_\_\_\_\_ Sheep \_\_\_\_\_ Goats \_\_\_\_\_  
 Horses \_\_\_\_\_ Other \_\_\_\_\_

Describe your current forage system, and in which areas you would like to improve. (E.g. grass finishing on cool-season pasture, looking to improve carcass quality)

What are you hoping to get out of these Ranching for Profit workshops?



3599 Indian Oak Road  
 Crewe, VA 23930

Place Stamp Here



**2021 Advanced Grazing School**

Hosted by  
 Virginia Forage and Grassland Council  
 American Farmland Trust  
 M2B Grazing Alliance

The VFGC helps bring the **Ranching for Profit** workshops to Virginia producers



**Targeting all livestock producers!**

**Class size is limited to the first 100 producers to register!**

**October 12 and 13th  
 9 am - 4 pm**

Renback Barn  
 8668 S. Blue Ridge Turnpike  
 Rochelle, VA 22738

## Ranching for Profit Workshops

*These workshops are designed for farmers looking to transform their farm operation into a profitable business with less work and stress.*

**October 12th 9:00—4:00**

### Three Secrets for Increasing Profits

- *Do you own a business or just a pile of assets and a bunch of jobs?*
- *Setting a profit target and working backwards to achieve it!*
- *Using the Ranching for Profit benchmarks to find profit drivers and dead wood*
- *Restructuring your operation for profitability*

**October 13th 9:00—4:00**

### Cattlemen vs. Grassmen: Economic Leverage of Grazing

- *The value of cattle vs. the value of grass*
- *Stocking rate vs. Carrying Capacity*
- *Soil health is the foundation of ag business health*
- *Applying the 3 Secrets for Increasing Profits into the 5 Cell Grazing Principles*

## Program Registration

No refunds for cancellation after October 6th

Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_ City State Zip

County \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Register Now for this Amazing Opportunity

**This professional workshop has a real world value of nearly \$500 per day but you get it for a fraction of that cost through the VFGC!**

**Attend 1-day for \$100**

**or**

**Attend 2-days for \$150**

2-day registration includes a 1-year membership with VFGC and the book titled, "The Turnaround" by Dave Pratt a rancher and instructor at the Ranching for Profit Workshops

**This is an incredible opportunity**  
**Don't Miss Out!**

Registration must be received to secure your place in these workshops!

Make Check Payable to: VFGC and mail check and completed registration form to:

**2021 Advanced Grazing School**  
**Margaret Kenny**  
3599 Indian Oak Road  
Crewe, VA 23930



Or register online at the VFGC website today.

## DIRECTIONS to:

Renback Farm  
8668 S. Blue Ridge Turnpike  
Rochelle, VA 22738

**From Madison, VA:**

- Travel south on main street and merge onto US 29 South.
- Drive about 1.5 miles and turn left on Rt 230.
- Go 0.6 miles and turn right on Rt 231 S.
- Go 0.9 miles and turn left into the farm.

**From Orange, VA:**

- Travel on US 15 N for about 3.5 miles
- Turn left on VA 230 W for about 8.5 miles
- Turn left on VA 231 S for 0.9 miles
- Turn into the farm entrance.

### Area Lodging

Comfort Inn and Suites in Orange:  
540-683-8005

The Round Hill Inn in Orange:  
540-672-6691

Holiday Inn Express in Ruckersville:  
434-985-1855

## Questions about the school?

Jacob Gilley,  
American Farmland Trust  
540-219-5015



## 2021 VFGC Advanced Grazing School

Dallis Mott will be the professional instructor at this 2-day advanced workshop. Dallas has sat at hundreds of kitchen tables and delivered workshops to thousands of ranchers across the US, Canada, and Australia to help them improve the profitability and overall health of their business. He has hands-on experience working in cow-calf, yearling, feedlot and hay enterprises. Dallas began teaching the Ranching for Profit School in 2012 and established himself as an elite instructor. Dallas, his wife and two teenage children own and manage a cell-grazing operation near Wheatland, WY. In 2019 he purchased Ranch Management Consultants from Dave and Kathy Pratt. He currently serves as CEO now leading the ranching for profit school and the Executive Link Program creating profitable businesses, with healthy land and happy families.



### COME PREPARED...

To learn, be challenged and ready to interact with the professional instructor and a group of peers from across Virginia.