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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.



3599 Indian Oak Road
 Crewe, VA 23930

Place
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2022 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 18th and 19th
9 am - 4 pm

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

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/Yearlings _____ 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?

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

October 18th 9:00—4:00

Three Secrets for Increasing Profits

- *Project profit or loss using the RFP 7-step profit planning model.*
- *Use benchmarks to identify your profit drivers and find your "dead wood."*
- *Transform your farm into a successful family business that makes more profit and requires less work!*

October 19th 9:00—4:00

Hard Work & Harmony

- *Get everyone in your business on the same page.*
- *Turn expectations into agreements.*
- *Hold family members accountable in the business without hard feelings at home.*
- *Create a succession plan ensuring there is a "happily ever after" for your family.*

Program Registration

No refunds for cancellation after October 11th

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

Your 2-day registration includes a 1-year membership with VFGC, catered lunches on both days of the workshop and a copy of "The Turnaround" a book written by Ranch Management Consultants CEO Emeritus, Dave Pratt.

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:

2022 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



2022 VFGC Advanced Grazing School

Dave Pratt has helped thousands of farm families build happier, healthier lives and improve the health and productivity of millions of acres and will be leading this 2-day advanced workshop. Dave began his career with the University of California Cooperative Extension Service in 1985. Known for his innovative teaching and research on regenerative grazing, in 1992 Dave began working with Dr. Stan Parsons, who created the Ranching For Profit School and founded Ranch Management Consultants. Dave has taught the school in the US, Canada, Mexico, Australia and Africa.

In 1999 Dave left the University to manage RMC. Two years later Dave and his wife, Kathy, bought RMC from Dr. Parsons in 2001. Dave and Kathy carried on the RMC mission for 21 years, helping people transform their ranches into sustainable businesses, before selling RMC to the new and current owner, Dallas Mount. In retirement, Dave continues to write, teach, consult and coach.



COME PREPARED...

To learn, be challenged and find practical ways to make **YOUR** farm more profitable **WITHOUT** working harder!