

Funding provided by the U.S. EPA, Natural Resources Conservation Service, and PA Department of Environmental Protection through the National Fish and Wildlife Foundation's Innovative Nutrient and Sediment Reduction program.



*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 434-818-5545 during business hours of 7:30 a.m. and 4:00 p.m. to discuss accommodations 5 days prior to the event.*



# 2023 Ranching for Profit Workshop

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 10th and 11th  
9 am - 4 pm**

Best Western Plus Waynesboro  
109 Apple Tree Ln.  
Waynesboro, VA 22980



Place Stamp Here

**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?

## 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 10th 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 11th 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

**Locally Sourced Lunch Included!**

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

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

**2023 Ranching for Profit Workshop**  
**Margaret Kenny**  
3599 Indian Oak Road  
Crewe, VA 23930

Or register online at the VFGC website today.



## DIRECTIONS to:

Best Western Waynesboro, VA  
109 Apple Tree Ln.  
Waynesboro, VA 22980

**From Staunton/ Interstate 81:**

- Travel east on interstate 64 from interstate 81 for 7.5 miles and take exit 94
- Turn onto Rosser Ave for .2 miles
- Turn left onto Lew Dewitt Blvd for .1 miles
- Turn left onto Apple Tree Ln for .3 miles

**From Charlottesville/ Interstate 64:**

- From intersection of Rt 29 and I64, travel west on I64 for 23 miles
- Take exit 94 and turn right onto US-340 N/ Rosser Ave for .2 mile
- Turn left onto Lew Dewitt Blvd for .1 mile
- Turn left on Apple Tree Ln for .3 mile

**Lodging Room Block: Cut off date 9/22/23**

Best Western Plus, Waynesboro VA:  
Deluxe-Double Queens Single or Double  
October 9th \$ 181.99  
October 10th \$ 164.99

Reserve: Call (540) 942-1100

[https://www.bestwestern.com/en\\_US/book/hotel-rooms.47131.html?groupId=2F2JV8F3](https://www.bestwestern.com/en_US/book/hotel-rooms.47131.html?groupId=2F2JV8F3)

Group Name: Ranching for Profit Workshop

## Questions about the school?

Jacob Gilley,  
American Farmland Trust  
540-219-5015



## 2023 VFGC Ranching for Profit Workshop

Dallas Mount 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.