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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.



2024 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 22nd and 23rd
9 am - 4 pm

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

3599 Indian Oak Road
 Crewe, VA 23930

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 22nd 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 23rd 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 7th

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

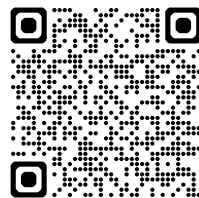
2-day registration includes a 1-year membership with VFGC and the book titled, "The Turnaround" by Dave Pratt a rancher and instructor at the Ranching for Profit Workshops

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:

2024 Ranching for Profit Workshop
Margaret Kenny
3599 Indian Oak Road
Crewe, VA 23930



Or register online at the VFGC website today.

<https://vaforges.org/event/2024-ranching-for-profit-workshop/>

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 10/4/24

Best Western Plus, Waynesboro VA:
Deluxe-Double Queens Single or Double
October 21st \$ 134.00
October 22nd \$ 134.00
Reserve: Call (540) 942-1100

https://www.bestwestern.com/en_US/book/hotel-rooms.47131.html?groupId=H50EA6G9

Group Name: Ranching for Profit Workshop

Questions about the school?

Jacob Gilley,
American Farmland Trust
540-219-5015



2024 VFGC Ranching for Profit Workshop

Jordan Steele is director of operations for RMC. Jordan grew up on a cow-calf operation near Aladdin, WY before completing his Master's Degree in Agricultural Economics at the University of Wyoming. After college, Jordan worked for the Kansas Farm Management Association through Kansas State University for 7 ½ years where he specialized in agricultural business recordkeeping, financial analysis and interpretation, and income tax preparation for farmers and ranchers in 17 counties of NW Kansas. Being familiar with Ranching for Profit principles since college, Jordan attended his first full RFP school in 2017 and was instantly hooked on how well the program delivery ties together the people, money, and production areas of ranching.

Jordan and his wife Jori welcomed their first child in August 2022 and are excited to be back in the Cowboy State of Wyoming. Both have a heart for lifelong learning and continue to improve on their own ranch management skills. In their free time, Jordan and Jori enjoy team roping, hunting, and anything else horseback.



COME PREPARED...

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