
*Our product is more than beef-
it's the smell of sage after a summer thunderstorm,
the cool shade of a Ponderosa Pine forest.*

*It's the 80 year old weathered hands
saddling a horse in the Blue Mountains,
the future of a 6 year old in a one room school
on the High Desert.*

*It's a trout in a beaver built pond,
haystacks on an Aspen framed meadow.*

*It's the Hardy quail running to join the cattle for a meal,
the Welcome ring of a dinner bell at dusk.*



Trends in Beef

- *Where do you want to be involved?*



Why do some programs work

.....and some do not?

understand
the value of
documentation

rancher
involvement

management
of whole
animal

understanding
of current
market

knowledge of
relationships

Value tangible information going to the customer and the people they service.

Carman Ranch



Cory Carman and Family





Carman Grass Fed Program





Relationships based on Honesty, Integrity, and a Handshake

Sustainable



Sustainable Agriculture is the Future of All Agriculture

A return at all levels – Ranch to Restaurant

Third Party Verified Programs



Blessed Programs



Residue Tested Programs



Certified Programs

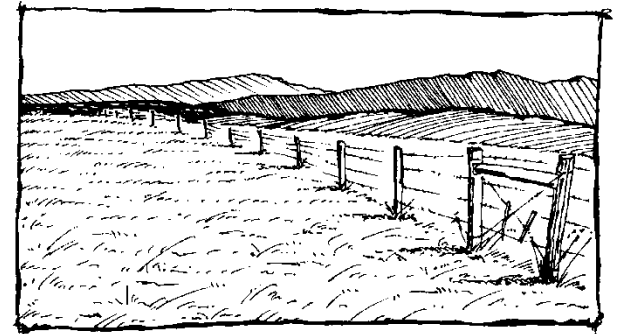


Withdrawal Programs



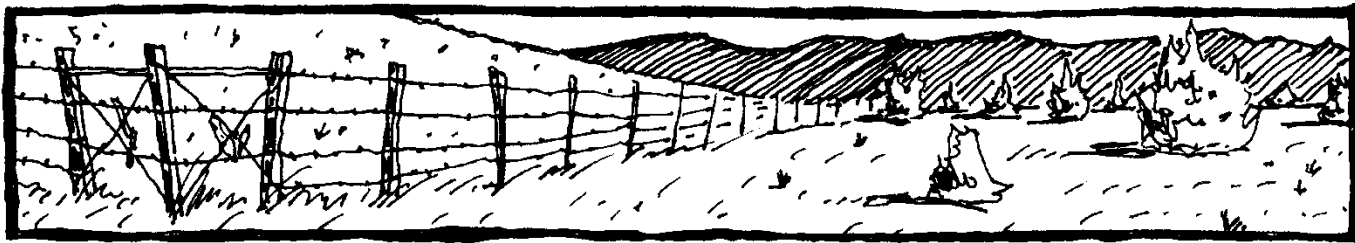
Adding a Program

- Chose the program that works best for your company
- Understand the story to tell
- Know the facts
- Don't make it a commodity program
 - Price should never be the issue
 - Quality and Availability
 - 24 Month Lead – Not 2 Weeks



To Be Successful:

- Know how to manage a program.
- Develop a program that will work for your region and train for that program.
- Don't treat the program like a commodity.
 - That is just what it will be and it will fail.



To Be Successful Cont.

Build Strength in your program

- Let Everyone Know What You Stand For
 - Find the Right Program
 - Find the Right Menu Mix
 - Find the Right Price
 - Find the Right Volume
 - Show Support for the Program You Choose
-





Thank you and farewell!
