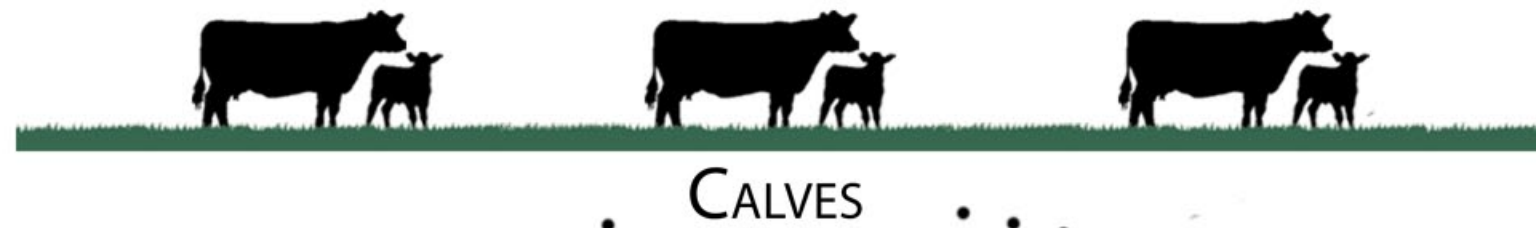
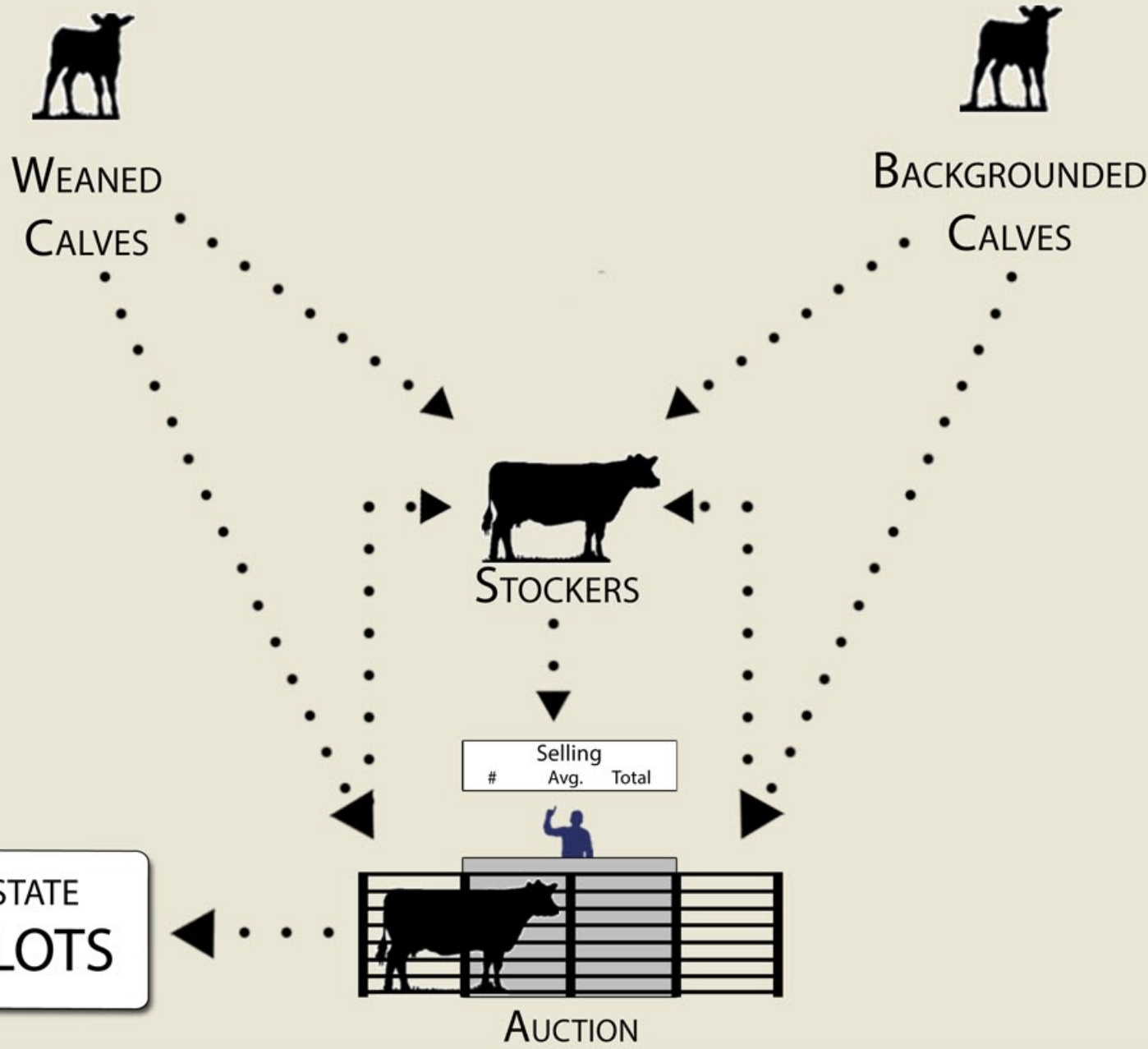


COW-CALF FARMS



CALVES

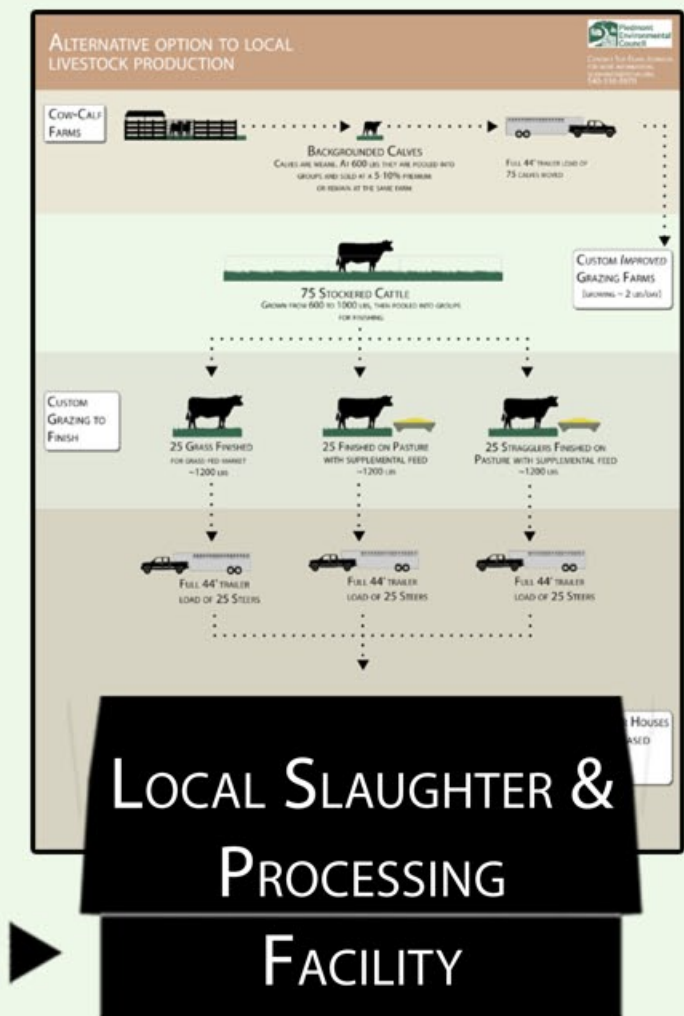
50% - 60%  
LEAVE VIRGINIA THROUGH AUCTION



5% - 10%  
CONCEPTION TO CARCASS  
FINISHED FOR  
DIRECT MARKET



25%  
ALTERNATIVE OPTION FOR LOCAL  
LIVESTOCK PRODUCTION  
(SEE REVERSE SIDE)



## Expanding beef cattle profitability in Virginia's Northern Piedmont

### Currently:

- Most weaned and backgrounded calves leave the state for fattening in out-of-state feedlots.
- A small percentage of calves are kept as stockers before shipping to out-of-state feedlots.
- Most cow-calf operations take commodity price. Some buyers pay premiums.
- Beef returns as "boxed beef" for retail to metro-consumers. Value/revenue is lost out-of-state.

A small percentage (<10%) of the region's farms and cattle are conception-to-carcass operations that direct market beef (mostly pasture raised or grass-fed) at a premium to consumers. They process beef (usually one or two at a time) at one of six custom facilities. These producers are seeking additional slaughter and processing capacity.

Pastures in the region are currently underutilized with gains at about 1 lb/day.

### A new option:

Efficiencies in cattle and pasture management, grazing, and transit, processing, even paperwork could increase returns to producers and the region. Processing and sales volumes could greatly increase. Additional acreage would be employed in grazing cattle retained in the region. Total returns to the regional economy would increase.

- With intensive custom grazing management cattle could gain 2 lbs per day over a two year period on Virginia Piedmont Pastures (ADG>2 lbs).
- With organization the beef sector could organize and diversify to graze calves and stockers to finish (for grain and grass-fed markets) in small groups sized to trailers.

A facility scaled to process the trailer-sized groups/lots will be able to meet high demand for local beef, with one day each week reserved for custom slaughter for small farms that direct market.

# ALTERNATIVE OPTION FOR LOCAL LIVESTOCK PRODUCTIVITY

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**COW-CALF FARMS**

25 BACKGROUNDED CALVES



THEY COULD BE POOLED INTO OPTIMAL GROUPS OF 75 (AT 600 LBS) AND SOLD AT A 5-10% PREMIUM.

FULL 44' TRAILER LOAD OF 75 CALVES MOVED TO A DIFFERENT FARM

THEY COULD REMAIN AT THE SAME FARM

**CUSTOM GRAZING ON IMPROVED PASTURES**  
 (GAINING ~ 2 LBS/DAY)



25 - 75 STOCKERED CATTLE

GROWN FROM 600 TO 1000 LBS

**CUSTOM GRAZING TO FINISH ON IMPROVED PASTURES**



25 GRASS FINISHED FOR GRASS-FED MARKET  
 ~1200 LBS



50 FINISHED ON PASTURE WITH SUPPLEMENTAL FEED  
 ~1200 LBS

SOME MAY TAKE LONGER TO FINISH (STRAGGLERS)



FULL 44' TRAILER LOAD OF 25 STEERS



FULL 44' TRAILER LOAD OF 25 STEERS



FULL 44' TRAILER LOAD OF 25 STEERS

**INCREASED LOCAL SLAUGHTER & PROCESSING CAPACITY**

**LOCAL SLAUGHTER & PROCESSING FACILITY**

OPERATING 5 DAYS/WEEK TO OPTIMIZE CAPACITY



4 DAYS/WEEK  
 25 CATTLE/DAY

1 DAY/WEEK CUSTOM SLAUGHTER  
 10 - 20 ANIMALS/DAY