

## At the Pasture Walk you will

- Learn techniques employed to grass feed and finish Beefalo
- Observe simple livestock handling facilities
- See homemade chicken tractors in action for grazing birds
- Learn how small grain sprouts are grown for feed and used to improve egg quality and livestock performance
- Hear about proven direct marketing techniques for meats
- Find out how a mentoring relationship is mutually benefiting both parties
- Enjoy a light supper featuring grass grown meats & local foods

Accommodations for persons with disabilities may be requested by calling Sharon Wolcott at 585-786-2251 by September 13 to ensure sufficient time to make arrangements. Requests received after this date will be met when possible.



Cornell University  
Cooperative Extension  
NWNYS Dairy, Livestock & Field Crops Team  
401 North Main Street  
Warsaw, NY 14569



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## *Pasture Walk*

### *Bennington Beefalo*

*Thursday*

*September 19*

*5:00 p.m.*

*1990 Stedman Road*

*Attica, NY*



Support provided by:



*Building Strong and Vibrant  
New York Communities*

Cornell University is an equal opportunity,  
affirmative action educator and employer.

## Growing & Marketing Grass Fed Livestock



Bob Ott, Attica, NY

In 1981, Bob and Kathy Ott started pasture feeding and marketing grass fed beef. Rotational grazing started in 1985 with the first installation of high tensile and temporary fence. Beefalo came along in 1994. Their herd consists of 12 brood cows and offspring..

Kathy handcrafts Grandma K's soaps from their tallow and sells them along with the meat products.

In 2004, they added pastured broilers to their mix of products. Chickens are raised from May through October, finishing the season with roasters.

Apprentice Ryan Kehl joined the Ott's, in 2012 to learn about grazing and marketing. This summer they are dabbling with "piggies" and planning on grazing pigs next season. Ryan brings nearly 29 years of pig experience to the mix.

Bennington Beefalo sells at farmers' markets and to direct order customers. Communication with customers is a key to their success.

### Grazing Layers

Neighbor Tom Geitner markets eggs from pasture raised chickens. Last winter, he experimented with sprouting and feeding wheat and barley sprouts to improve his winter egg quality. He is pleased with the results and will share his experience at the pasture walk.

### Livestock Handling

One of the keys to successful livestock enterprises is being able to safely and efficiently handle livestock to prevent injuries to both the handler and the animal. Bob has developed inexpensive systems for handling his livestock and will show off his simple handling facilities.

### Marketing Channels

Direct sales to customers are spurred with postcard communications with ordering information. To attract new customers, Bennington Beefalo is listed on local foods and grass based farming web sites.



Ott's use chicken tractors to feed out 700 birds each season

Participating in local farmers' markets helps familiarize new customers with the Ott's pasture raised meats. They work with a USDA inspected facility to insure the highest quality through the harvest of their Beefalo and a NYS inspected facility for chickens.

### To Register

Please register, by **Monday, September 16**, on-line at [www.NWNYTeam.org](http://www.NWNYTeam.org) or complete and return with payment to the address below.

Name(s) \_\_\_\_\_

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\_\_\_\_\_

Farm \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-Mail \_\_\_\_\_

Enclosed please find:

Individuals \_\_\_\_\_ X \$15 = \$ \_\_\_\_\_

or

Families \_\_\_\_\_ X \$30 = \$ \_\_\_\_\_

NWNY Extension

Enrollee Discount \_\_\_\_\_ - \$5

Total Enclosed \$ \_\_\_\_\_

Make check payable to CCE and mail to the address below.

or

To pay by credit card, please register on-line. Go to [www.nwnyteam.org](http://www.nwnyteam.org) and click on events.

For information contact:



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