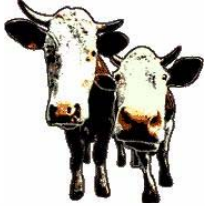




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Local Fodder

February 2005

Inside this issue

- ◆ Niche Meat Marketing Conference PAGE 1
- ◆ Will This be a Bad Year for Grass Tetany? PAGE 5
- ◆ USDA Designates California Counties as Agricultural Disaster Areas PAGE 6
- ◆ USDA Issues Final Procedures and Sets Dates for Lamb Referendum PAGE 6
- ◆ Solar Power for Farms and Ranches PAGE 7
- ◆ Cattle Health Meeting in Winters PAGE 7

CALIFORNIA NICHE MEAT
MARKETING CONFERENCE
March 17-19, 2005, Chico, CA

Animal producers interested in niche marketing have an excellent chance to learn more about this different way of marketing animal products. UC Cooperative Extension and the faculty of CSU, Chico College of Agriculture host a "Niche Meat Marketing Conference" on March 17th, 18th, and 19th. The goal of this three-day conference is to provide producers with introductions and examples of how to create a niche market for your own cattle, sheep and goats.

Thursday March 17th kicks off the conference with a day devoted to processing grass fed beef. Jim Holt of CSU, Chico will provide an opportunity for hands on experience in the meats lab. Jim will cover topics such as different ways to break a carcass, identification and discussion on different cuts and their

marketing strategies, and developing value-added products. Thursday's itinerary will also cover pricing on a retail basis, conducting Warner-Bratzler shear force tests for tenderness, and determining nutritional profiles of grass fed beef.

Friday's program starts off at 8:30 with check-in and refreshments. Participants have the unique opportunity to hear an Overview of USDA Labeling Requirements from Tammie Myrick, USDA Labeling and Consumer Protection Department and a Private Label Expeditor from Washington D.C. and "Seam Muscle Cutting and Alternative Ways to Present The Carcass" by Chris Calkins of the University of Nebraska. In mid morning, the group will split in half for two concurrent sessions of beef and sheep. These sessions will provide more species specific insights in necessary marketing procedures. Upon the conclusion of these sessions, lunch will be provided as part of the registration costs. Lunch is followed by the opportunity to participate in seven different hands on workshops including: cooking grass fed beef, developing labels for USDA, business strategies, a mobile abattoir demonstration, becoming certified organic, and an opportunity to meet with niche meat product retailers. Friday's conclusion is an optional meat survey dinner at 6:30 for only \$5. Participants will be able to try grain and grass fed lamb and goat meat.

Saturday's program will be similar to Thursdays, except that the processing of lamb and goat instead of beef will be covered. Registration costs before March 7th are: Thursday March 17th-\$20, Friday March 18th-\$50, and Saturday March 19th-\$20. Registration costs after the 7th of March are \$30, \$60, and \$30, respectively. A three day itinerary and pre-registration forms are available online at <http://ceplacer.ucdavis.edu/>. For more information call Glenn Nader (530) 822-7515 or Roger Ingram at (530) 889-7390.

See schedule and registration form on pages 2-4.

2005 Niche Meat Marketing Conference
March 17-19
Chico State Farm – Chico, CA

March 17th – Processing your Grassfed Beef
March 18th – Niche Marketing of Meat Products Conference
March 19 – Processing Your Lamb

Cost:

March 17th - \$20 per person (\$30 if postmarked after March 7th) – Limit of 40 participants

March 18th - \$50 per person (\$60 if postmarked after March 7th)

March 19th - \$20 per person (\$30 if postmarked after March 7th) – Limit of 40 participants

Registration includes: Parking, Lunch, and Handouts

Agenda – March 17th - Processing Your Grassfed Beef – Limit of 40 Participants

Location: CSU Meats Lab

Instructor: Jim Holt

During the course, you will work hands-on with a grassfed beef carcasses and see other processing and marketing methods.

The following topics will be covered during the daylong course (9:00 AM – 4:00 PM)

- ◆ **Different ways to break a carcass**
- ◆ **Identification and discussion on different cuts and they way they can be marketed**
- ◆ **Development of value-added products such as beef stick, jerky, and sausage**
- ◆ **Pricing on a retail basis**
- ◆ **Conducting Warner-Bratzler Shear Force Tests**
- ◆ **Determining nutritional profiles of grassfed beef**

Agenda – March 18th - Niche Meat Marketing Conference

Location: Chico State Farm

8:30 AM – 9:00 AM

- ◆ **Registration check-in and refreshments**

9:00 AM – 10:15 AM

- ◆ **Welcome** – Charles Crabb, Dean of Chico State College of Agriculture
- ◆ **Overview of USDA Labeling Requirements** – Tammie Myrick, USDA Labeling and Consumer Protection Department and a Private Label Expeditior
- ◆ **Seam Muscle Cutting and Alternative Ways to Present The Carcass** – Chris Calkins, University of Nebraska

10:15 – 10:30 AM Break

10:30 – Noon 2 Concurrent Sessions (Beef or Sheep)

Beef

- ◆ **Update on Proposed Winters Processing Facility** – Morgan Doran, UCCE Farm Advisor
- ◆ **American Grassfed Association Overview** – Carrie Balkcom, Executive Director, American Grassfed Association
- ◆ **Business Structures for Niche Meat Marketing** – Lauren Gwin, UC Berkeley

(Continued on page 3)

Sheep

- ◆ **Defining Consumers and Your Product** – Stephanie Larson, UCCE Farm Advisor
- ◆ **Meat Marketing Laws Including USDA and State Inspection For Harvest and Processing** – John Harper, UCCE Farm Advisor
- ◆ **Offal Disposal** – Morgan Doran, UCCE Farm Advisor
- ◆ **Panel Presentation on Protocols and Standards**
 - Jeanne McCormack – McCormack Ranch
 - Bruce Campbell – CK Lamb
 - Stephanie Larson – Marin/Sonoma County Protocol

Noon – 1:00 PM Lunch provided as a part of the registration costs

1:00 – 4:00 PM – 7 Concurrent Sessions (Pick 3 to attend)

- ◆ **Cooking Grassfed Meat** - Carrie Balkcom, Executive Director, American Grassfed Association
- ◆ **Seam Muscle Cutting** - Chris Calkins, University of Nebraska
- ◆ **Developing Your Label for USDA** - Tammie Myrick, USDA Labeling and Consumer Protection Department
- ◆ **Business Strategies for Marketing Niche Meats** – Lauren Gwin, UC Berkeley
- ◆ **California’s Mobile Abattoir Demonstration** – George Work
- ◆ **Getting Your Livestock Operation Certified Organic** – John McKeon, California Certified Organic Farmers
- ◆ **What Retail Businesses Are Looking for in a Niche Meat Products and a chance to make contact with potential buyers.** – Sacramento Natural Foods (watch for updates as other businesses are confirmed)

Meat Tasting Survey and Dinner - \$5 per person collected at the door on March 18th

5:30 Taste three different meats (goat, grass-fed lamb and grain-fed lamb) and submit your survey results

6:30 BBQ Dinner featuring the remainder of the goat and two lambs from the survey

Agenda – March 19th - Processing Your Lamb – Limit of 40 Participants

Location: CSU Meats Lab

Instructor: Jim Holt

During the course, you will work hands-on with a lamb carcass

The following topics will be covered during the daylong course (9:00 AM – 4:00 PM)

- ◆ **Different ways to break a carcass and carcass uniformity**
- ◆ **Identification different cuts and the way they can be marketed**
- ◆ **Meat Processing 101** – Everything You Wanted to Know About Processing, Dry Aging, and Value-Added Products – Speaker: Tom Ringkob, UN-Reno
- ◆ **Pricing on a retail basis**
- ◆ **Determine healthful constituents**
- ◆ **Influence of breed, age, size of carcass, and fat content**

To register, complete and mail the registration form on the back of this page.

2005 Niche Markets for Meat Products Conference Pre-Registration Form

Please enclose a check to UC-Regents with the registration form. Mail completed form and check to:

Roger Ingram, Niche Markets Conference, 11477 E, Ave, Auburn, CA 95603.

Name _____

Address _____

City _____ State _____ Zip _____

Telephone _____ email _____

March 17th - \$20 per person (\$30 if postmarked after March 7th) _____
Limit of 40 participants

March 18th - \$50 per person (\$60 if postmarked after March 7th) _____

March 19th - \$20 per person (\$30 if postmarked after March 7th) _____
Limit of 40 participants

Total Amount Enclosed _____

Will you attend the Friday night meat tasting and dinner? The charge will be \$5 per person and will be collected March 18th at the dinner.

Yes _____ No _____

WILL THIS BE A BAD YEAR FOR GRASS TETANY?

Reprinted from the January 2005 issue of California Cattlemen's Association Magazine

Written by John Maas, DVM, MS

The fall of 2004 started out great—early rains, warm temperatures, early grass growth and continued good prices for cattle. So what could go wrong? December has turned colder with significant fog in the valleys and sunshine in the foothills. So depending on future rainfall, temperatures and factors we can't always predict, cattle could be catastrophically affected by the condition known as grass tetany. This is a complex metabolic disease that usually affects lactating beef cattle in California; although, it can affect younger cattle on lush pastures, range, or wheat pastures. The underlying problem is a shortage of Magnesium (Mg) both in the cattle and in their diets. High levels of plant Potassium (K) and nitrogen (as ammonium NH_4^+) both interfere with Mg absorption by the animals. Therefore, fertilization with potash (K) and/or ammonium sulfate can increase plant growth and also increase the risk of grass tetany. The demands of lactation deplete the cow of both Mg and Calcium (Ca) and the clinical signs are caused by the combined shortage of Mg and Ca in these cattle. In addition to low Mg intake combined with higher levels of potassium and ammonia, cattle that are consuming low levels of Ca, phosphorus, and salt are at greater risk of developing grass tetany.

What might happen if we have a bad grass tetany year?

The cattle on lush feed can often be found dead with evidence that they may have struggled. This is most commonly seen as grass and dirt moved away from their feet and head where they thrashed about. If found alive, the cattle can be observed to have convulsions (tetany). Also, they can exhibit weakness, disorientation, and can become belligerent and attack people or inanimate objects (pickups and four wheelers). Signs or symptoms of grass tetany can therefore be confused with rabies, Listeriosis, BSE, or a number of other conditions that affect the brain or can cause sudden death.

How can we be sure we are dealing with grass tetany?

The diagnosis of grass tetany has been made easier by research done in the past few years. A diagnostic problem existed for some time, because many cattle are simply found dead and tissue and serum Mg levels can return to normal at or near death. However, it has been shown that the Mg concentration of fluid within the eye does not fluctuate upwards near death, so this material can be collected for many hours after death and analyzed for Mg content. The Mg concentration of this fluid can be easily interpreted to determine if the cow died of grass tetany. Your veterinarian can also collect cerebrospinal fluid (fluid found inside the brain) in cases where the eyes are not available due to predation and these samples can also be analyzed for Mg content. If live cattle are thought to be at risk for grass tetany, serum samples can be collected and analyzed for Mg. However, if grass tetany is highly suspected, you and your veterinarian should plan carefully for the collection of these blood (serum) samples, as the simple act of running the cattle through a squeeze chute can precipitate life-threatening convulsions. By either method, appropriate samples can be collected, analyzed, and accurately interpreted to decide if grass tetany is the cause of the problem.

What do I do in the face of an outbreak of grass tetany?

Immediately supplement the cattle with alfalfa hay. Alfalfa has high levels of Ca and also has quite a bit of Mg. Additionally, they will usually eat more salt when fed dry hay and this is important in an outbreak. As soon as possible, move the cattle from the offending pastures or fields. Keep them on alfalfa hay and start to arrange for supplementation to prevent future grass tetany cases before turning them back onto the lush pastures.

What is the best treatment for grass tetany?

Treatment of grass tetany is usually accomplished by intravenous solutions of Mg and Ca. Treatment of sick animals can be very frustrating and recovery does not occur in all cases. In addition to intravenous therapy, 2 ounces of magnesium chloride or magnesium sulfate can be given in 200 ml warm water as an enema. Your veterinarian can prepare these materials for you ahead of time for use in an emergency. The blood Mg levels will increase 20 minutes after the enema. This can be particularly helpful in cows that are down and convulsing or belligerent—easier to deal with their rear ends than their heads when they are belligerent. To prevent relapses in cows treated under range conditions it has been recommended to give oral slurries of 3 ounces of magnesium oxide plus 3 ounces of dicalcium phosphate and 1 ounce of salt in 1-2 gallons of water. Usually it is best to move cattle that have had grass tetany into a corral or other area where they can be treated again if necessary. This can be difficult, because many of these cattle are not cooperative patients. **Relapses are common!** Any treatment decisions should be carefully discussed with your veterinarian prior to implementation as individual products vary widely with respect to effectiveness and safety.

What are the keys to prevention?

The first aid it to know grass tetany might occur—this could be a bad year. Second, have a well-formulated supplement for the cattle prepared and in front of them when they are on lush feed. Measures that help prevent grass tetany include: (1) extra Mg in their diet, (2) extra Ca in their diet, and (3) additional salt (sodium chloride) intake. There are a number of ways this can be accomplished. Salt-mineral mixes and molasses licks or blocks are the most common methods that are successful. Two homemade recipes are listed below:

- ◆ 1:1 magnesium oxide:molasses (free choice—should eat 2 ounces/head/day)
- ◆ 1:1:1:1 magnesium oxide:salt:dicalcium phosphate:corn meal (or soybean meal, Linseed meal, etc)

(Continued on page 6)

(Continued from page 5)

- ◆ Consumption of this mixture should be 4 ounces per head per day, *minimum*, mix-add more cornmeal (soybean meal, etc.) if less)

The main dietary goal is to supplement 1-2 ounces of magnesium oxide (or magnesium sulfate) and 1-2 ounces of dicalcium phosphate or other calcium source (limestone) per animal per day and encourage salt consumption. Any method that will get this done is a good method. The statement that “an ounce of prevention is worth a pound of cure” certainly holds true for grass tetany.

USDA DESIGNATES CALIFORNIA COUNTIES AS AGRICULTURAL DISASTER AREAS **Decision Allows Farmers and Ranchers to Apply for USDA Assistance**

WOODLAND, CA – January 26, 2005 – According to Marianne A. Morton, County Executive Director of the Yolo County Farm Service Agency, the U.S. Department of Agriculture has designated the following California counties as primary disaster areas due to drought that occurred from January 1, 2004 and continuing:

Alpine, Amador, Calaveras, Inyo, Kings, Lake, Lassen, Mariposa, Mendocino, Mono, Monterey, Napa, Nevada, Orange, Plumas, San Benito, Santa Barbara, Santa Clara, Sierra, Sonoma, Tulare, Tuolumne, Yolo and Yuba.

Also eligible because they are contiguous are:

Alameda, Glenn, Marin, Sacramento, San Mateo, Sutter, Butte, Humboldt, Merced, San Bernardino, Santa Cruz, Tehama, Colusa, Kern, Modoc, San Diego, Shasta, Trinity, El Dorado, Los Angeles, Placer, San Joaquin, Solano, Ventura, Fresno, Madera, Riverside, San Luis Obispo and Stanislaus.

These counties were designated on January 19, 2005, making all qualified farm operators eligible for low-interest emergency loans from the Farm Service Agency, provided eligibility requirements are met. Farmers in eligible counties have eight months from the date of the declaration to apply for the loans to help cover part of their actual losses. FSA will consider each loan application on its own merits, taking into account the extent of losses, security available and repayment ability.

In October 2004, President Bush signed disaster and drought legislation (Public Law 108-324), that included the Livestock Assistance Program (LAP). LAP makes funds available to livestock producers for either 2003 or 2004 feed losses in counties that have received primary disaster declarations after January 1, 2003. Sign-up for LAP and the other crop disaster programs authorized under this legislation is scheduled to begin in late March 2005.

Interested farmers may contact their local USDA Service Centers for further information on eligibility requirements and application procedures for these and other programs. Additional information is also available online at: <http://disaster.fsa.usda.gov>.

USDA ISSUES FINAL PROCEDURES AND SETS DATE FOR LAMB REFERENDUM

WOODLAND, CA – January 28, 2005 - The U.S. Department of Agriculture’s Agricultural Marketing Service (AMS) announced the final procedures for a continuance referendum under the Lamb Promotion, Research and Information Order, more commonly known as the Lamb Check Off Program, and also announced that the referendum will be conducted January 31 through February 28, 2005.

The referendum will be conducted at USDA’s County Farm Service Agency (FSA) offices.

To be eligible to participate, persons must certify and provide documentation, such as a sales receipt or remittance form that shows they have been engaged in the production feeding or slaughtering of lambs during the period of January 1 through December 31, 2004.

Beginning January 31, 2005 and continuing through February 28, 2005, persons may obtain form LS-86 to vote in the referendum from County FSA Offices either in person, by mail, or facsimile. Forms may also be obtained via the Internet at <http://www.ams.usda.gov/lsg/mpb/rp-lamb.htm>.

Persons will vote in the referendum at the County FSA Office where their administrative farm records are maintained. For persons not participating in FSA programs, the opportunity to vote will be provided at the County FSA Office where the person owns or rents land. Form LS-86 and supporting documentation may be returned in person, by mail or facsimile to the appropriate County FSA Office. Form LS-86 and accompanying documentation returned in person or by facsimile must be received in the appropriate County Office before the close of business of February 28, 2005. Form LS-86 and accompanying documentation returned by mail must be postmarked no later than midnight of February 28, 2005 and received in the County FSA Office by March 7, 2005.

For the program to continue, it must be approved by a majority of voters who also represent a majority of the volume represented in the referendum. The Lamb Check Off Program is authorized by the Commodity Promotion, Research and Information Act of 1996. This program provides for assessments on the sale of lamb and lamb products and for an industry board to carry out promotion, research and information programs designed to increase the demand for lamb and lamb products.

The referendum is mandated by the Act and requires that the Secretary of Agriculture conduct a referendum either before its going into effect or within three years after assessments first begin under an order. Assessments began July 1, 2002. AMS oversees the activities of the program.

The procedures and notice for the referendum were published in the December 27, 2005 Federal Register. For more information contact Kenneth R. Payne, Chief, Marketing Programs Branch, AMS Livestock and Seed Program, USDA at Stop 0251, 1400 Independence Ave., SW, Washington, D.C. 20250-0251 or by telephone at (202) 720-1115.

NEW SEMINARS: SOLAR POWER FOR FARMS AND RANCHES

This March, Sierra Solar Systems is proud to present a new series of solar energy seminars in Northern California geared specifically towards farmers and ranchers. As you may have noticed in the media, more and more businesses have recently been turning to solar as an efficient, economical and environmentally positive way to solve their energy problems.

Each seminar will be held at a farm where solar electricity provides all or most of the electric power. Farmers will be on hand to talk about their own experiences with solar energy and how it has helped them to become more self-sufficient. In all cases, their electric bills have been greatly reduced or eliminated. They are immune to future rate increases and enjoy the satisfaction that comes from producing their own power.

The seminars will feature several experts in solar: Jonathan Hill, senior solar electric engineer from Sierra Solar Systems, Jesse Vanderhoof, photovoltaic specialist from Solar Depot, Andy Black, financial analyst from OnGrid Solar, and Jerry Shafer, solar electric installer from Affinity Energy Systems. Together, this team has over 50 years of experience in solar electric systems.

Seminar Dates:

1. Thursday, March 3, 3:30 pm at John Pryor's Mallard Bend Farm in Winton, CA. Phone: 209-357-3013. John grows 50 acres of organic almonds and peaches. This farm has two systems, a 6 kw home system and a 12 kw farm system, both on time-of-use meters to provide maximum savings. John installed the systems himself. Including energy-saving techniques, he estimates a savings of approximately \$600 per month.
2. Thursday, March 10, 3:30 pm at Paul Muller's Full Belly Farm in Guinda, CA. Phone: 530-796-2214. Full Belly grows a wide assortment of organic fruits and vegetables. This 17 kw system is currently being installed and will be operational by the seminar date.
3. Thursday, March 17, 3:30 pm at the Johansen Ranch in Orland, CA. Phone: 530-865-2524 or 530-432-4344. This 9 kw time-of-use system powers an organic citrus packing facility, providing 100% of the power required. The owner estimates a savings in excess of \$2500/year on his PG&E bill.

About Sierra Solar Systems: Sierra Solar Systems was founded in 1980 in Nevada City, California. Since that time, Sierra Solar has provided several thousand solar electric and solar hot water systems nationwide. They publish a nationwide mail order catalog and have an extensive website.

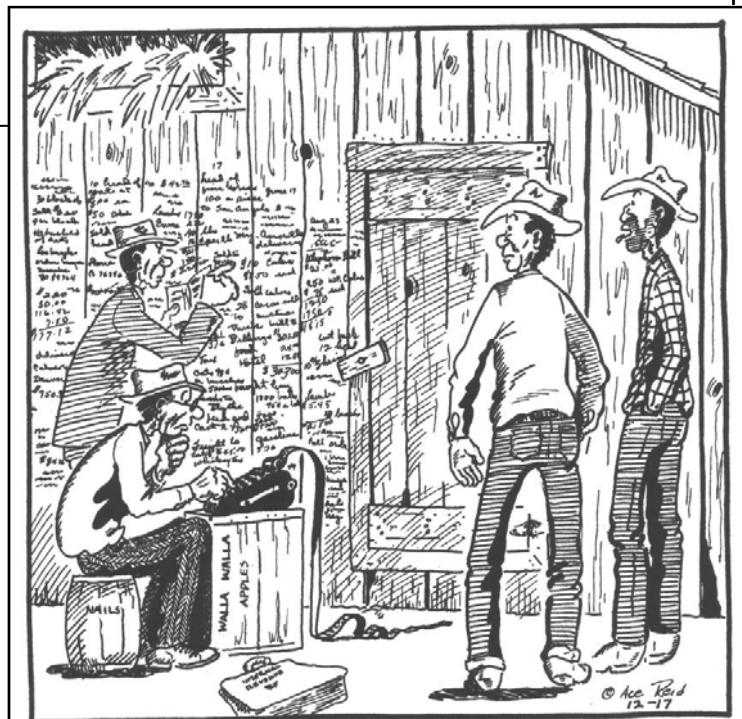
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CATTLE HEALTH MEETING IN WINTERS

Mark your calendars for the morning of April 14 when there will be an important meeting for beef cattle producers in Winters. The meeting will focus on an update of the California Johnne's Disease Control Program. You should not miss this meeting as you will learn some surprising information about the presence of Johnne's in Yolo and Solano Counties. The meeting will be held at Cody's Deli from 8:30—11:30 AM, followed by lunch. This is a free meeting and lunch offered by Berryessa Veterinary Services and Pfizer Animal Health.

Also mark your calendars for Saturday, September 10, 2005 when there will be another meeting for beef cattle producers addressing cow management and selection. This meeting will be held in Vacaville and is a follow-up to the successful bull management and selection meeting also held in Vacaville on September 6, 2003. More information will be available in later months.



Can't see what them income tax boys are so mad about.
I got all my figures wrote down, ain't I?

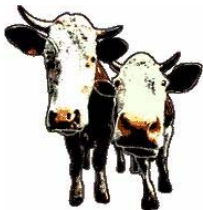
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CALENDAR OF EVENTS	
March 17-19	California Niche Meat Marketing Conference Location: CSU Chico For more info, see schedule in this newsletter or online at http://ceplacetr.ucdavis.edu/
March 3, 10, & 17	Solar Power for Farms and Ranches Location: See previous page for varying locations. For more info, contact Jonathan Hill, Sierra Solar Systems, 530-273-6754
April 14	Cattle Health Meeting—John's Disease Update Location: Cody's Deli, Winters, CA For more info, contact Dr. Nancy Martin, Berryessa Veterinary Services, 530-795-6090
September 10	Cow Management and Selection Workshop Location: Vacaville, CA



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Local Fodder
February 2005

Si desea folletos en Español, llámame a teléfono 707-435-2459 o 530-666-8739, informame de su nombre y dirección de correo.