

## Working Group Priorities

### Production

- Cost-effective grazing systems and models or decision-making aids to compare alternatives
- Facilitating grazing networks/circles/services

### Marketing

- Branding/product differentiation
- Guidance for processing and packaging of grass-based livestock products

### Ecology

- Valuation of social and ecosystem services provided by grass-based livestock systems and educational materials to circulate this information
- Network graziers and conservation service providers

### Policy

- Building educational teams/ stakeholder coalitions
- Promote policy that rewards environmental benefits from grass-based livestock systems

*If you believe in the potential of grass-based agriculture in Iowa and would like to optimize your grazing management, share information, or simply work to overcome obstacles in the grass-based livestock sector, please consider participating in the Grass-Based Livestock Working Group.*

## Contact Information

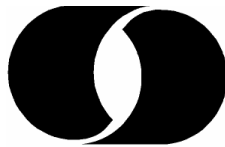
### Andy Larson

*ISU Extension Small Farm Sustainability  
Working group coordinator  
(515) 294-5875  
allarso1@iastate.edu*

### Rich Pirog

*Leopold Center for Sustainable Agriculture  
Value Chain Partnerships coordinator  
(515) 294-1854  
rspirog@iastate.edu*

*smallfarm*  
s u s t a i n a b i l i t y



LEOPOLD CENTER

Value Chain Partnerships  
209 Curtiss Hall, Iowa State University  
Ames, IA 50011-1050  
(515) 294-8530  
www.valuechains.org  
valuechains@iastate.edu

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*Photos contributed by Leopold Center for Sustainable Agriculture staff, Grass-Based Livestock Working Group participants, and © Keven Law.*

# GRASS-BASED LIVESTOCK WORKING GROUP

*Collaborating to strengthen Iowa's grazing  
livestock industry from pasture to plate*



## Mission

*The goal of the Grass-Based Livestock Working Group is to boost viability of the grass-based livestock industry in Iowa by supporting diverse groups of passionate practitioners and outreach professionals who are willing to share knowledge and work toward sustainability.*

Value Chain  
  
Partnerships

*An Iowa-Based Network for Food  
and Agriculture Working Groups*



# GRASS-BASED LIVESTOCK WORKING GROUP

## Who We Are

The Grass-Based Livestock Working Group is a community made up of grass-based livestock producers and marketers, as well as the outreach professionals who support them.

Our strength is in diversity, and our members raise many species of livestock in highly-varied production systems all over Iowa.



## What We Do

- Address practitioners' most pressing issues using sound research and effective knowledge transfer between participants
- Identify educational programs and resources for established and beginning practitioners
- Meet quarterly to learn from one another and discuss:
  - Profitable grazing management
  - Grazing, wildlife, and the environment
  - Grass-based branding and supply chains
  - Grazing policy and education

Each year, the working group funds research and demonstration grants in these focus areas.

## Purpose

The Grass-Based Livestock Working Group was formed in July 2008 to:

- Create a diverse and inclusive support network for grass-based farm and food business people
- Promote innovation, conservation, and information-sharing in the grass-based livestock sector
- Help grass-based livestock agriculture realize potential ecological, economic, and social benefits

*The Grass-Based Livestock Working Group (GBLWG) is funded in part by the Leopold Center for Sustainable Agriculture.*