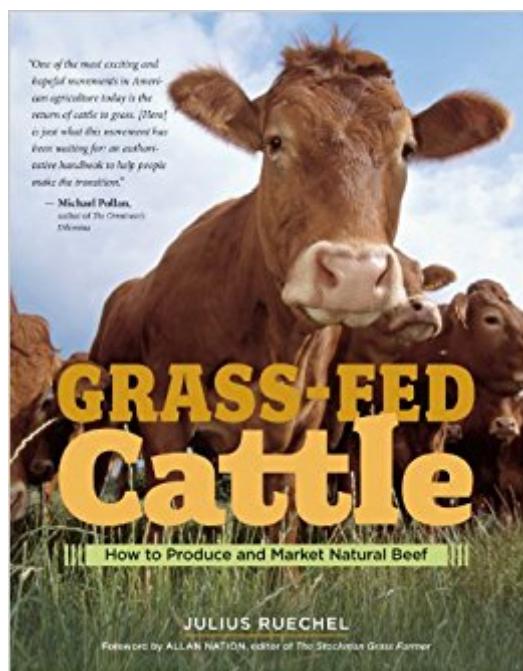


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# Grass-Fed Cattle: How To Produce And Market Natural Beef



## **Synopsis**

Successfully raise grass-fed cattle and enjoy the benefits of great-tasting beef and a financially stable enterprise. In this comprehensive guide, Julius Ruechel covers every aspect of raising healthy and thriving grass-fed cattle, offering advice on herd selection, pasture management, medical care, necessary equipment, winter grazing, slaughtering procedures, and more. With tips on creating a viable business plan and identifying niche markets for your beef, Ruechel provides everything you need to know to develop a profitable and environmentally sustainable grass-fed cattle operation. Â Â

## **Book Information**

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## **Customer Reviews**

Join the movement toward safe, healthy, sustainable grass-fed cattle farming. Take advantage of the naturally efficient relationship between cattle and pasture to create a profitable, financially stable enterprise, regardless of the size of your farm, the climate where you live, or your current farming practices. Cattle are wonderfully adept at converting grass into meat, fat, and milk. Here, Julius Ruechel gives you the management and marketing tools you need to meet your personal, financial, and farming goals. Whether you are beginning a new enterprise or changing from a more conventional feeding and management system, *Grass-Fed Cattle* offers complete information on running a profitable, environmentally sustainable farm based on the efficiency of cattle and grass. Learn how to:  
\*Make the transition from a conventional, grain-fed program to grass-fed production  
\*Manage grazing practices and soil and grass conditions to maximize cattle health and

your time and resources\*Successfully market your grass-fed beef\*Use the step-by-step workbook provided for detailed, customized business planning

Julius Ruechel spent three years converting his family's beef cattle ranch in British Columbia into a certified organic farm with grass-fed cattle and organic field crops. He then established his own grass-fed beef farm in Canada's Yukon Territory. He is the author of *Grass-Fed Cattle* and currently lives in British Columbia.

Not only is this book the most informative book I have read on grass-fed cattle. It is the best structured book I have ever read on teaching something new. The layout is intuitive. You will literally be reading and this question will pop into your head "Sure, I understand pasture rotations for the breeding cycle. But how do I change the breeding cycle to fit seasonally?" and like two sentences later its like they knew you had that exact question at that exact moment and it will say (to learn more about changing breeding cycles turn to chapter...) I feel sooo much more confident changing my farm over. It was unexpected how easy it was to read something with soo much information. I have moved on to read soil management and even though it is informative (actually I haven't learned anything new that isn't already covered in *Grass-Fed Cattle*) its structure and content is just boring and by no means intuitive. Perhaps its just a fluke I share with this author but I thoroughly enjoyed reading this book. If more books were written this well I would probably learn a lot more. My only complaint is how cheap the book is for how much information it shares. Its beyond a text book and those typically start around \$70. This book is a great deal.

This was the first book on grass-fed cattle that I read once I decided I was interested in raising grass-fed cattle. The author is a farmer who gets his entire income from the grass-fed cattle business, so you are getting first-hand, real world information. The author's operation is probably bigger than most of his readers' farms, but the information can still be applied on a smaller scale. Valuable information on why to choose grass-fed over grain-fed beef, rotational grazing, forages, marketing, budgeting, and much more. A book that you will refer back to again and again. Very easy to read and interesting too. Of all the grass-fed beef books I have read this is the most comprehensive and useful one. If you can only buy one book on raising grass-fed beef, make it this one. If you can buy two, also buy *Salad Bar Beef* by Joel Salatin.

Julius Ruechel has filled many gaps in the muddled and often opportunistic thinking of those in the

beef chain. It is important to distinguish this charming book written with self-deprecating humour from other boring pamphlets by self-righteous "fruits and nut". Ruechel tries to be practical and succeeds to the extent that we will recommend the book to trainees in farming, farmers attending updates and post docs in ag and vet. Lots of gems. In the next edition, our group would like to see more and better on genetics of crossbreeding, on-farm DNA testing of plants and animals, ai and et, solar irrigation, 21 day strip grazing and the opportunity for cattle farmers to provide cholesterol lowering, statin sparing, premium beef. Only one complaint: the kindle version does not help us to contact the author.

I'm up to chapter 4 and already have learned a lot. Love this book. Very impressive.

Excellent book, with lots of practical information for anyone interested in the science and practice of grazing.

This book is loaded with the very basics of raising and selling grass-fed beef. Beginning with the science of how the digestive system of the cow functions and then working its way through watering systems and business plans, this book is a great starting point for anyone interested in getting into the grass fed beef market. I wanted more detailed information on things like varieties of grass to plant in our area and how well some of the watering and haying ideas worked with larger numbers of cattle, but this is a great book to purchase if you are just starting out AND if you are already in the cattle business but looking for ideas on how and why to get into this rapidly growing niche market. Repeatedly, I've found myself going back and highlighting segments that sparked ideas for our farm. I know there are some missing pieces here for a larger cattle operation, and there are some details that might not work on a large scale beef operation as well as they sound like they do in the book, but it's still very easy to read and has plenty of tips for making things easier and more sustainable in any beef operation. It's just a great source of workable ideas for anybody. [...]

This is a great book even for those who already have experience in the cattle industry. Traditional cattle operations (97%) are traditional...the way it's been done for decades. Only 3% of the market is grass fed / natural, but THAT market has seen a 20% growth each year for the past several. Definitely a good primer for grass fed cattle -- and it provides enough information to do further research if you do get serious about getting into this market.

Great book filled with priceless information!

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