



GOING AGAINST THE GRAIN

















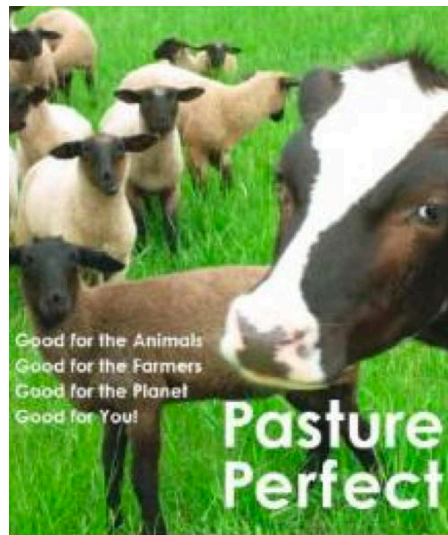
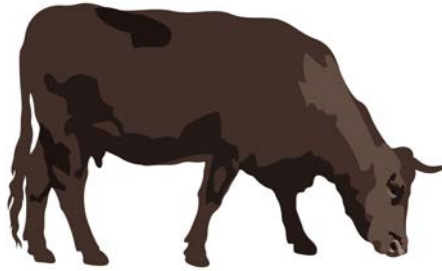








# My Evolution of Going Against the Grain



How You Can Benefit from Choosing  
Meat, Eggs, and Dairy Products  
from Grass-Fed Animals  
by Jo Robinson



*Conservation Beef®*



GROWN TO ENHANCE THE HEALTH  
OF THE LAND THAT CREATES IT  
AND THE PEOPLE WHO ENJOY IT



# Values of Going Against the Grain

## Holistic Management and the Power of Harvesting Solar Energy

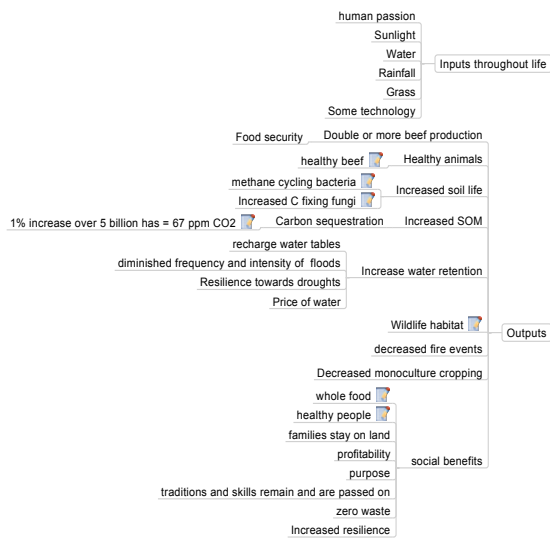
- Less Work
- Letting Animals Do What They Do Best
- Getting a Multi-Cultural Understanding and Getting Into Other Food Cultures
- Eating What You Are Served
- The Platinum Rule



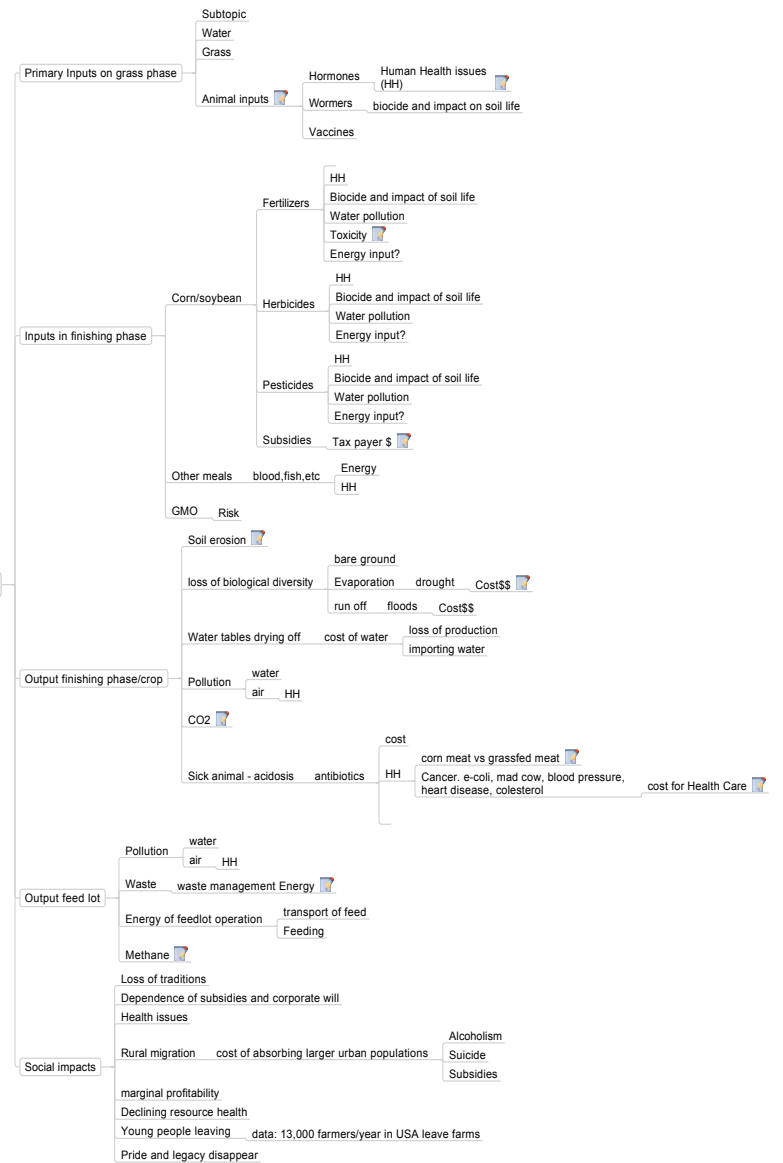


# LIVESTOCK ANALYSIS

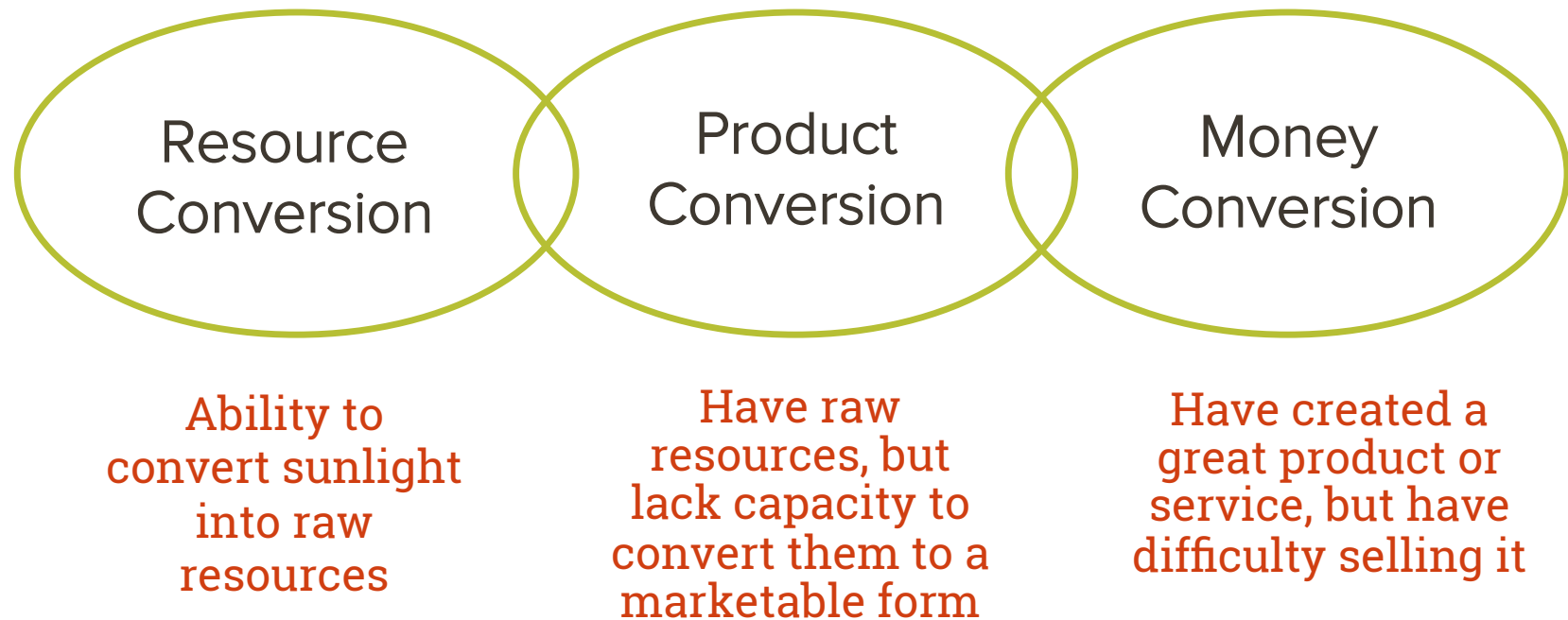
## Holistically Managed



## Industrial Model



# The Chain of Production



*Through properly addressing your weak link, you can address resources to the area that will provide you the greatest return on investments.*



















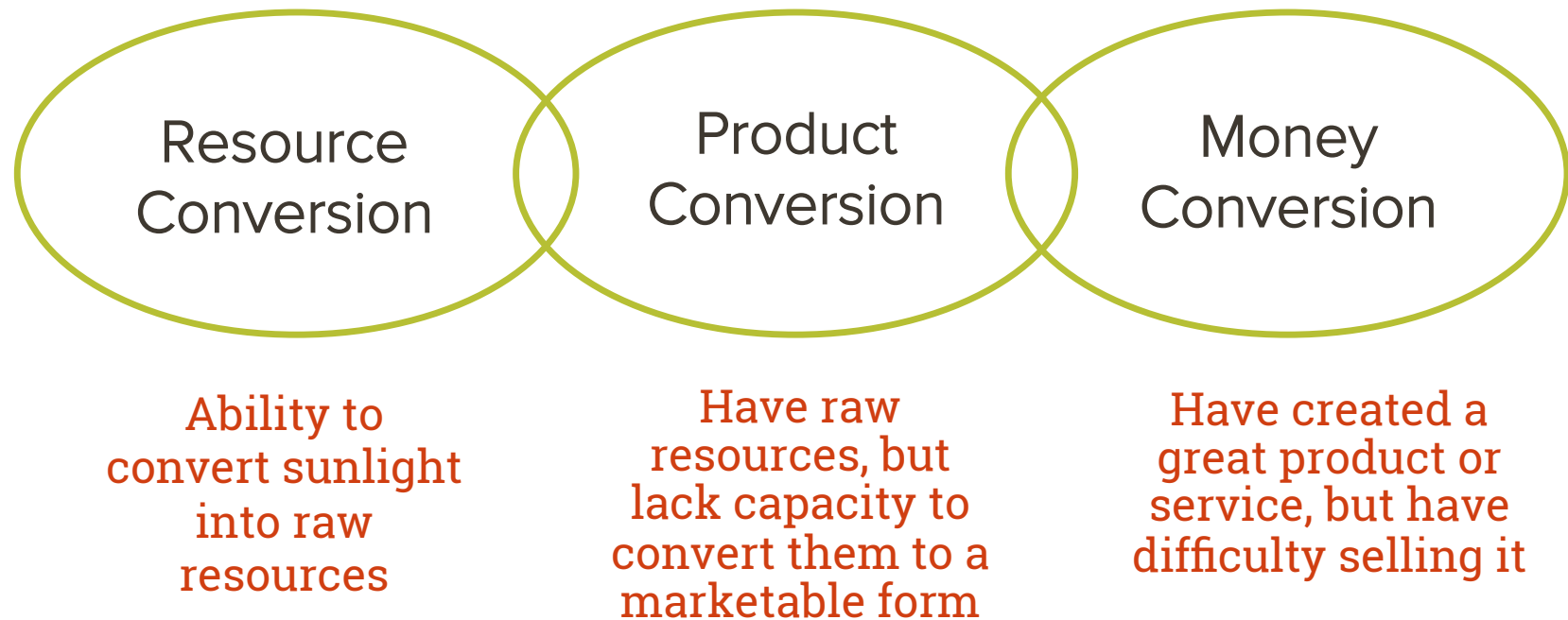








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**Additional grazing pressure on total US grazed acres: 12**





**Percentage increase in stocking rate if 100% grass  
finishing:  
31%**























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