

The logo for the American Grassfed Association is centered on a background of a lush green grass field. The logo itself is contained within a white rectangular box with a thin black border. It features the words "AMERICAN", "GRASSFED", and "ASSOCIATION" stacked vertically in a bold, black, sans-serif font. To the right of the text is a stylized green graphic of a grass blade with a curved top and a pointed bottom.

American
Grassfed
Association



GRASSFED IS BETTER

- BETTER FOR THE ANIMALS
- BETTER FOR THE ENVIRONMENT
- BETTER FOR THE FARMER/RANCHER
- BETTER FOOD
- BETTER FOR YOU/YOUR HEALTH



BETTER FOR THE ANIMALS

- Raised as nature intended with fresh grass, air & water
- raised in a low stress environment & humanely treated
- raised healthy, peacefully & all natural



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BETTER FOR THE ENVIRONMENT

- Pasture reduces soil erosion
- improves air & water quality
- reduces greenhouse gasses and global warming
- provide habitat and forage for wildlife.



GRASSFED IS BETTER

- BETTER FOR THE ANIMALS
- BETTER FOR THE ENVIRONMENT
- BETTER FOR THE FARMER/RANCHER
- BETTER FOOD? What does that mean?
- BETTER FOR YOU/YOUR HEALTH



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- BETTER FOOD
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BETTER FOR THE FARMER /RANCHER

- Living & working in a sustainable environment, which they call home
- living and working in a safe & hazard free way for the entire family



BETTER FOOD

- Grassfed foods are lower in fat, calories and cholesterol
- Grassfed foods are higher in beta carotene, vitamin E conjugated linoleic acids, (CLA's) and omega 3 fatty acids (research indicates these nutrients are important in reducing cancer, cholesterol, diabetes, high blood pressure and heart disease)



WHO WE ARE

- **Established in 2003**
- **Colorado *Non Profit 501c(6)* Corporation**
- **Producers of all grassfed livestock**
- **Professionals (health, education, food svc...)**
- **Private consumers**



WHY THE AGA

- A National unified voice for Grassfed a national grassfed group
- We (producers) can work together to bring our products to market, and find markets for our products.
- Work with other groups, such as Chefs, informed consumers, other sustainable groups.
- Offer our members benefits and programs that are “ out of reach” as individual producers, such as our Insurance Liability Program, and other benefits as we grow.



WHAT WE DO

- Promote grassfed (producers/products)
- Grassfed education
- Grassfed communication
- Grassfed research
- Grassfed producer connection
- Establishing grassfed standards



WHO SHOULD JOIN

- Producers of *ANY* grassfed livestock
- Professionals in areas supporting grassfed (educators, health, food svc, media)
- Private consumers who support grassfed methods & what to learn about grassfed



MEMBERSHIP LEVELS

- \$ 100.00 ~ Producers , of all species
- \$ 50.00 ~ Professional
- \$30.00 ~ Private



PRODUCER BENEFITS

- **AGA - Grassfed Certification (under construction)**
- **AGA – Grassfed Logo(already trademarked and ready to go)**
- **AGA – Website & Referrals**
- **AGA – Joint Marketing Power**
- **AGA – Producer Network (Directory)**
- **AGA – Grassfed Representation**
- **AGA – Newsletters/Mailings/E-News**
- **AGA – Educational Info & Conferences**
- **AGA – Research & Nutritional Programs**
- **AGA - Producer Product Liability Insurance Program**



PROFESSIONAL BENEFITS

- **AGA – Nutritional Research & Support**
- **AGA – Producer Network**
- **AGA – Grassfed Representation (news/govt)**
- **AGA – Newsletters/Mailings/E-News**
- **AGA – Educational/Nutritional Info**
- **AGA - Conferences**
- **Networking with other producers**



PRIVATE BENEFITS

- **AGA – Producer Network (find grassfed foods)**
- **AGA – Grassfed Representation (news/govt)**
- **AGA – Newsletters/Mailings/E-News**
- **AGA – Educational/Nutritional Info**

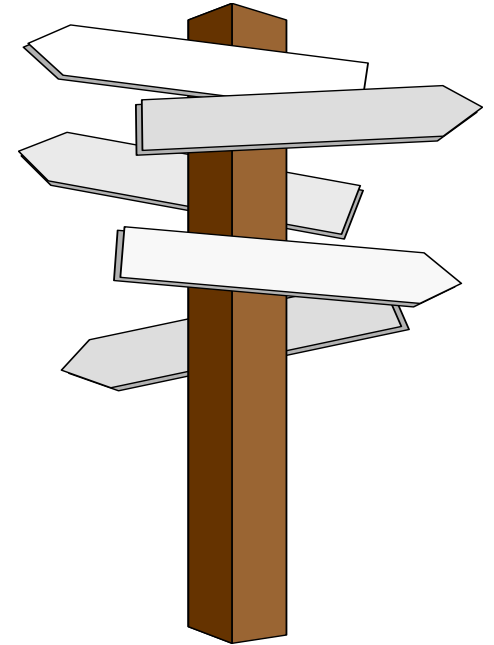


WHAT WE'VE DONE

- **Structure is Strong**
- **Board (all species) & Advisors (all sectors)**
- **American Grassfed Website News & Press Releases**
- **Drafting Grassfed Standards**
- **Positive influence on USDA Standards Dialogue**
- **The only organization that represents all Grassfed species**
- **Annual Conferences and updates**



Look ahead



- **AGA Certification Program Finalized**
- **AGA Research Projects**
- **AGA National Marketing Campaign**
- **Other AGA Benefits (Insurance, Product Discounts)**



Join Us

Beef



Buffalo



Goat



Lamb



Pigs



Poultry



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Thank You (ewe)



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