GRAZING = FUN = COOL = THE FUTURE

By Ado Bloemendal
Back to the future

The system is there
“Working WITH Nature®” from Pure Graze®
“Working WITH Nature®”
Pure Graze

- Low labor input, Fun, safe for children
- Low financially input, stupid simple
- Small footprint, grass and animals
- High animal wellfare, natural life
- More diversity
- Healthy products, You are what we feed our animals!
- TASTEFULL!!
Working WITH Nature®

- Spring calving
- Stripgrazing
- Pure Graze Saladebuffets
- N-fertilising by clovers
- Maximise grazing
- Lengthening the growing season
- Lengthening the grazing season
The relationship between cost of milk production and proportion of the diet as grazed grass

For every 10% increase in the quantity of grazed grass in the diet the cost of milk production declines by $1.50/cwt
Calving date essential

![Pasture Growth (lb/acre)](chart)

- **DMI/ac**
- **Grass growth/ac**

**Axes:**
- Y-axis: Pasture Growth (lb/acre)
- X-axis: Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov, Dec
Productivity - sigmoid growth curve

- Slow growth due to reliance on energy reserves
- Rapid growth due to adequate leaf area
- Slow growth due to shading and decay

Leaf stage 1
Leaf stage 2
Leaf stage 3
Leaf stage 4
Leaf stage 5
Leaf stage 6

Pasture yield vs. Time
Thomorows pasture

Pure Graze Saladebuffets:
- Grasses, clovers and forbs
- Good drought resistance
- Excellent palatable
- High production
- No fertiliser
- Long growing season
Antibiotica-vrij
Pure Graze®
Management Intensive Grazing
BUILD MINI-RAINFORESTS!!

ORGANIC MATTER RISES
CROPS GET BETTER PALATEABLE
MORE AIR IN THE SOIL
BETTER DRAINING
Graze long grass
All races fit
Grazing losses?
Or.....
Growth jump!
Silagecutting prohibited in fall!
Stripgrazing yields highest...
Supplementing in fall
Stockpiling grass
Grazing stockpiled grass
Lenghtening the grazing season with turnips
Lenghtening the growing season with small granes
Sustainable
Small footprint CO2 eq

Pure Graze compared to:
- Mainstream 35%
- Organic 50%
## Financial results Pure Graze farmers

<table>
<thead>
<tr>
<th></th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
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</thead>
<tbody>
<tr>
<td>Kg melk</td>
<td>866182</td>
<td>813825</td>
<td>897921</td>
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<tr>
<td>Krachtvoer</td>
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<td>32843</td>
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<td><strong>Totaal</strong></td>
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<td><strong>12.4</strong></td>
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<td></td>
<td>2008</td>
<td>2009</td>
<td>2008</td>
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<tr>
<td>------------------------------</td>
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<tr>
<td>Aantal melkkoeien</td>
<td>98</td>
<td>112</td>
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<td>Melkproductie (kg/koe/jaar)</td>
<td>9.043</td>
<td>7.266</td>
<td>4300</td>
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<tr>
<td>KOSTEN</td>
<td></td>
<td></td>
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<tr>
<td>Krachtvoer</td>
<td>6,09</td>
<td>4,04</td>
<td>6,48</td>
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<tr>
<td>Overig ruwvoer/melkpoeder</td>
<td>2,04</td>
<td>2,53</td>
<td>7,18</td>
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<td>Loonwerk</td>
<td>2,14</td>
<td>0,80</td>
<td>5,10</td>
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<td>Kunstmest, zaaizaad</td>
<td>2,46</td>
<td>1,51</td>
<td>2,40</td>
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<tr>
<td>Strooisel rundvee</td>
<td>1,12</td>
<td>0,97</td>
<td>-</td>
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<tr>
<td>Gezondheidskosten</td>
<td>0.88</td>
<td>0,68</td>
<td>3,27</td>
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<td>Machines (afschrijving onderhoud en brandstof)</td>
<td>5,40</td>
<td>3,48</td>
<td>1,29</td>
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<tr>
<td><strong>Totale variabele kosten</strong></td>
<td><strong>20,13</strong></td>
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</table>
Pure Graze is healthy!
You are what you eat!!

Omega-6 to Omega-3 Fatty Acid Ratio in Beef

100% Pasture Creates Ideal EFA Balance

Amount of Pasture in Dairy Diet

Pure Graze (G)RAZEND GEZOND!!
Fatty acid content in crops

Fatty Acid Content of Feed

<table>
<thead>
<tr>
<th></th>
<th>Omega-6</th>
<th>Omega-3</th>
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<tbody>
<tr>
<td>Pasture</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alfalfa silage</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alfalfa hay</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Corn silage</td>
<td></td>
<td></td>
</tr>
<tr>
<td>High oil corn silage</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Soybean meal</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Roasted soybeans</td>
<td></td>
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</tbody>
</table>

mg/g fat
Comparing essential fatty acids

Essential Fat Comparison

<table>
<thead>
<tr>
<th></th>
<th>Grain-fed cattle</th>
<th>Grass-fed cattle</th>
<th>Antelope</th>
<th>Deer</th>
<th>Elk</th>
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</thead>
<tbody>
<tr>
<td>Omega-6</td>
<td>300</td>
<td>150</td>
<td>250</td>
<td>300</td>
<td>250</td>
</tr>
<tr>
<td>Omega-3</td>
<td>50</td>
<td>50</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>
We are what we feed our animals!!

Grassfed Beef Four Times Higher in Vitamin E

Daily Intake of Vitamin E from Stored or Fresh Forage
ALA keeps breast cancer away

The meat and dairy products of animals raised on pasture are higher in omega-3s than animals raised in factory farms. The most abundant omega-3 in pastured products is called “alpha-linoleic acid” or ALA. A study of breast cancer survivors revealed that the women with the most ALA in their tissues---and therefore the most ALA in their diets---were one fourth as likely to have their cancers return as women with the least amount. Most women who die from breast cancer die from a tumor that has metastasized, not from the original tumor. This is yet another reason to eat cheese, milk, and meat from pastured animals.

Why grassfed is better

CLA intake from one serving of cheese

<table>
<thead>
<tr>
<th>mg CLA</th>
<th>Cheese from grain-fed cows</th>
<th>Cheese from grassfed cows</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>50</td>
<td>225</td>
</tr>
<tr>
<td>50</td>
<td></td>
<td>200</td>
</tr>
<tr>
<td>100</td>
<td></td>
<td>150</td>
</tr>
<tr>
<td>150</td>
<td></td>
<td>100</td>
</tr>
<tr>
<td>200</td>
<td></td>
<td>50</td>
</tr>
<tr>
<td>250</td>
<td></td>
<td>0</td>
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</tbody>
</table>

(CLARKE FOODS)
Why grass-fed butter is better!

Why Butter from Grassfed Cows Is Better

<table>
<thead>
<tr>
<th>Vitamin</th>
<th>ug/100 g fat</th>
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</thead>
<tbody>
<tr>
<td>Vitamin E</td>
<td>3500</td>
</tr>
<tr>
<td>Vitamin A</td>
<td>1000</td>
</tr>
<tr>
<td>Carotene</td>
<td>500</td>
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- **Butter from grassfed cows**
- **Butter from cows fed stored hay**

(G)RAZEND GEZOND!!
GRA(A)SKAAS
Van de koe die boe zegt tegen antibiotica!
PURE GRAZE® RUNDVLEES
Pure Graze® Gra(a)sVarkens

Altijd buiten
Grazen en wroeten
Pure Graze® Gra(a)ses Lambs
Grown from;
grazing, fresh air and sunlight!
Pure Graze® Gra(a)sKippen
USP`s Pure Graze

Gezond: concentrate free (beef- and lambsmeat, milk)
   Corn free
   Antibiotic – free

Diervriendelijk: Natural life rithem

Duurzaam: pesticide - free
   art. fertiliser - free
   Maximazing grazing
   Saladebuffets
   Low CO2 eq output

Regionaal: Familyfarms

Klantvriendelijk: tastefull from origine
How do we reach our goals?

Pure Graze® In het schap van uw regionale supermarkt!
Verduurzaam de menukaart met Pure Graze®

DierenPark Amersfoort

www.dierenparkamersfoort.nl

MEER WETEN? WWW.PUREGRAZE.COM
GRAZING
= FUN
= COOL
= THE FUTURE

Thanks for your attention