

California Regional Regenerative Meat Workshop

March 11, 2024

Bringing together regional and regenerative meat supply chain participants in Northern California to build resilience.



Image credit: Carrie Richards- Richards Regenerative



UC DAVIS
Institute of the
Environment



UC Davis Food Systems Lab & Institute of the Environment

Patrick Huber: prhuber@ucdavis.edu
Allan Hollander: adhollander@ucdavis.edu

Roots of Change

Michael Dimock: michael@rootsofchange.org
Doris Meier: doris@rootsofchange.org

IC-FOODS

Courtney Riggle: courtney@ic-foods.org

Stanford Sustainability MS
Coco Sanabria: cocos@stanford.edu



Agenda for Today's Workshop

1

MORNING CHECK-IN & COFFEE, SNACKS

10:00 AM - 10:30 AM

2

WELCOME & GOALS

10:30 AM - 10:45 AM

3

PANEL 1: INFRASTRUCTURE AND PROCESSES FOR MEAT BUSINESS SUCCESS

10:45 AM - 11:45 AM

Panelists: Rebecca Thistlethwaite, Niche Meat Processor Assistance Network; Michele Thorne, Good Meat Project

4

PANEL 2: THREE APPROACHES FOR DIRECT MARKETING

11:45 AM - 12:45 PM

Panelists: Regina Hanna, Crown H Cattle; Joe Morris, Morris Grassfed; Katie Olthoff, ChopLocal

5

LUNCH FOR FULL-DAY PARTICIPANTS

12:45 PM - 1:45 PM

6

AFTERNOON SESSION CHECK-IN

1:30 PM - 1:45 PM

7

DEMO: MEAT PROJECT INFORMATION PORTAL

1:45 PM - 2:00 PM

8

PANEL 3: WHAT IS REGENERATIVE MEAT PRODUCTION?

2:00 PM - 3:00 PM

Panelists: Carrie Richards, Richards Regenerative; Loren Poncia, Stemple Creek Ranch; Virginia Jameson, Deputy Secretary for Climate and Working Lands, CA Department of Food & Agriculture

9

BUSINESS INTROS & SPEED DATING

3:15 PM - 4:45 PM

All give quick intros and participate in facilitated meet up connecting producers and processors with butchers, buyers, chefs, and brands

10

RECEPTION & BLIND RIBEYE STEAK TASTING

5:00 PM - 6:00 PM

Compare fresh & previously frozen ribeye steaks (prepared by Chefs Duskie Estes and Emily Luchetti)

11

DINNER

6:00 PM - 8:00 PM

Workshop attendees and members of the public will enjoy local grassfed burgers, three organic salads, french fries and local wines.

Workshop Goals

- 1 Bring together regional and regenerative meat supply chain participants in Northern California to build resilience.
- 2 Connect producers and processors with experts who can help build their businesses.
- 3 Introduce butchers, buyers, chefs, and brands to regenerative meat producers.



BUSINESS INTROS & SPEED DATING

This event will connect actors in the supply chain. It begins with a brief round of introductions of all participants. Please limit to 20 seconds. For the remaining time, about 60 min, we will be facilitating 3-minute meetings.

Here's what to say:

- 1) Name
- 2) What region you're from
- 3) State what you have (ex: meat, a restaurant)
- 4) State what you want (ex: meat, a partner)



BLIND TASTING

Time for a snack break. Chefs Duskie Estes and Emily Luchetti have prepared ribeye steaks for a taste test!

Please collect:

- 1) a slice of steak with a brown toothpick
- 2) a slice of steak with a colorful toothpick
- 3) a voting ballot!

After tasting make sure to deposit your vote in the ballot box!



Duskie Estes



Emily Luchetti

Introducing the Panelists



Rebecca is the Director of the Niche Meat Processor Assistance Network, an Extension program based at Oregon State University that serves to bolster the niche meat supply chain across the country. She has a master's degree in International Agricultural Development from the University of California - Davis and was formerly co-owner of TLC Ranch, a mid-scale organic pastured poultry and livestock enterprise in California. She is author of two books on farming- Farms With a Future: Creating and Growing a Sustainable Farm Business (2012) and The New Livestock Farmer: The Business of Raising and Selling Ethical Meat (2015) and provides business and marketing consulting for sustainable farms and food businesses. Rebecca has over 23 years working in agriculture in many different facets, from farmworker and farm owner to agricultural researcher, training beginning farmers, and policy advocacy. Rebecca lives in the Columbia River Gorge region of Oregon with her two children. When not running NMPAN, you will find her cooking, trail running, salsa dancing, or volunteering for local schools.

www.nichemeatprocessing.org



Michele, Executive Director of the Good Meat Project, is a dynamic educator, graphic designer, and strategic marketer by trade, a zealous good food advocate by choice, and a small livestock producer by destiny. With over twenty years of impactful marketing and design experience, Michele drives the GMP's mission forward to support and expand its programmatic work, by connecting stakeholders to the organization's shared values of transparency, collaboration, and inclusivity. As a data-driven creative, Michele is an authentic and active listener, lifelong learner, and enthusiastic participant of transformative change, especially in food systems. Michele earned her MBA in Sustainable Business, is a published author, and proudly walks the walk, "putting her money where her mouth is", as often and abundantly as she can to support local producers by purchasing meat directly from them. She is a mother, has two shepherd dogs, and enjoys being a fiber artist, creating beautiful things when time allows.

<https://goodmeatproject.org>



Virginia was appointed Deputy Secretary for Climate and Working Lands at the California Department of Food and Agriculture by Governor Newsom in 2021. She is responsible for developing, managing, and implementing CDFA's strategy to address climate change. Prior to CDFA, Jameson served as Climate and Conservation Program Manager at the California Department of Conservation where she managed a variety of programs including the Sustainable Agriculture Lands Conservation Program, the California Farmland Conservancy Program, and the Transformative Climate Communities Program, among others. Jameson holds a Dual Master of Arts in International Affairs and Natural Resources and Sustainable Development from American University and the United Nations University for Peace, and a bachelor's degree in Environmental Studies from the University of California at Santa Cruz.

<https://www.cdfa.ca.gov/>



Katie is an educator, writer, farmer, and co-founder of ChopLocal, which was launched in 2020 with the mission to make it easier to buy and sell local meat. The ChopLocal Marketplace is an online farmers market for meat, connecting consumers with butcher shops and farms that sell direct-to-consumer. The platform provides meat vendors with the tools they need to sell successfully online, one-on-one assistance with e-commerce technology, and marketing support. ChopLocal University is a related initiative, providing free and low-cost educational materials related to selling meat online, funded by a USDA AMS Farmers Market Promotion Program grant.

www.choplocaluniversity.com

Introducing the Panelists

Joe is the fifth generation of his family to steward land and cattle in California. Joe has worked on buckaroo crews in Montana, Nevada and California, as a lay missionary, community organizer and social worker with the Catholic Church in Latin America, and has taught high school in Washington, D.C. In 1991, he and his wife, Julie, moved to San Juan Bautista to take on the family ranching business and re-start T.O. Cattle Company. They have been leaders in the ranching industry and use the Holistic Management® decision-making framework to enhance the health of their community and land and produce a living from their work. They have two children, Sarah and Jack. T.O. Cattle Company operates on leased ranches and markets Morris Grassfed Beef™ to four hundred families throughout central California. Its mission is to engage with the creative potential of every moment on ranches, with people, land and animals, to cultivate health and well-being. We are actively engaged with several research organizations in monitoring the health of the rangelands we manage to discern change over time of the ecosystem function. Joe has guided hundreds of people across his ranches in the past thirty years, has spoken numerous times on the topics of Holistic Management®, stockmanship and ranching and is a founding member of the Central Coast Rangeland Coalition and the Rancher to Rancher network. He was awarded the Clarence Burch award for his leadership and stewardship by the Quivira Coalition in 2012.

www.morrisgrassfed.com

Regina decided to start a collection of heritage Belted Galloway Cattle to sell direct-to-consumer in 2018 as Crown H Cattle Company with “Sammi the Beltie”. Crown H Brand is a blend of the Hanna Bros Ranch brand (the family cattle and hay ranch) and the meaning of Regina's name - queen. Crown H Cattle Company started selling shares of beef on its website in 2021 and then moved to selling cuts of beef in early 2022 and ships across the United States and also have pick up and local delivery options.

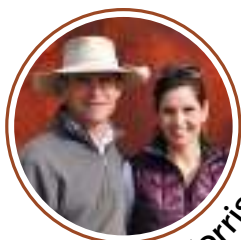
www.crownhcattlecompany.com

Carrie is a co-owner of Richards Regenerative with her siblings Noelle and Tom. The Richards family had been raising grass-fed beef on their 6500-acre ranch in Yuba County for as long as they could remember, and it was time for the 4th generation to make it or break it. The traditional cattle market was not making the Richards family enough money to sustain the ranch anymore, so they came up with a plan - selling animals direct. It started simple, selling whole and half animals to their friends and family and quickly they were sold out. By 2013, Richards Grassfed was selling wholesale beef to grocery stores, restaurants, and butcher shops across the San Francisco Bay and greater Sacramento area and directly through their online store. With this exciting growth of the business, Carrie, her husband Daniel, and their two kids, moved from Oakland back to her family ranch, Richards Land and Cattle to manage the property with Carrie's father Tom in 2016. After about a year, Carrie and Daniel transitioned their 350 cows, 150 sheep, and 30 hogs to the Savory Institute's holistic grazing system, making sure to take a “soil first” approach. This transition was not simple by any means, but the ranch has continued to thrive since choosing to put soil health first. Richards Regenerative is continuing to grow into larger grocery markets and is expanding into schools, hospitals, and selling consumer packaged goods. Carrie continues to expand Richards' producer group to ensure that they are sourcing the best cattle out there for their customers, and most importantly growing the regenerative movement.

<https://richardsregenerative.com/>

Loren is a fourth-generation rancher from Tomales, California. He is known for his sustainable and regenerative farming practices, particularly in the beef industry. Loren is dedicated to preserving the environment while producing high-quality, grass-fed beef. He has been vocal about the importance of holistic land management and its benefits for both the ecosystem and the quality of the meat produced. Poncia's ranch, Stemple Creek Ranch, has gained national recognition for its commitment to sustainability and ethical farming methods. Stemple Creek Ranch was started in 2005 by Loren and his wife Lisa. They sell beef, lamb, and pork direct to consumers, restaurants, and grocery stores mostly in the Bay Area.

<https://stemplecreek.com/>



Joe Morris



Regina Hanna



Carrie Richards



Loren Poncia

Resources: Background, Certifications, & Programs

BACKGROUND & DATA



MEAT SYSTEM WHITE PAPER, UC DAVIS ET AL
[ESCHOLARSHIP.ORG/UC/ITEM/4R723374](https://escholarship.org/uc/item/4r723374)



PROJECT OVERVIEW
[VIMEO.COM/682085466](https://vimeo.com/682085466)



PROJECT PRODUCER SURVEY DATA SUMMARY
[BIT.LY/PRODUCERSURVEYRESULTS](https://bit.ly/producersurveyresults)



CALIFORNIA JOBS FIRST
[OPR.CA.GOV/ECONOMIC-DEVELOPMENT/](https://opr.ca.gov/economic-development/)



REGEN SCORE
[REGENSCORE.ORG/](https://regenscore.org/)



SAVORY ECOLOGICAL OUTCOME VERIFICATION (EOV)
[WWW.LANDTOMARKET.COM/EOV](https://www.landtomarket.com/eov)

CERTIFICATIONS & PROGRAMS



A GREENER WORLD REGENERATIVE CERTIFICATION (AGW)
[AGREENERWORLD.ORG/CERTIFICATION/CERTIFIED-REGENERATIVE/](https://agreenerworld.org/certification/certified-regenerative/)



AMERICAN GRASSFED ASSOCIATION CERTIFICATION
[WWW.AMERICANGRASSFED.ORG/BECOME-A-CERTIFIED-PRODUCER/](https://www.americangrassfed.org/become-a-certified-producer/)



AUDUBON CONSERVATION RANCHING PROGRAM (ACR)
[WWW.AUDUBON.ORG/OUR-WORK/PRAIRIES-AND-FORESTS/RANCHING](https://www.audubon.org/our-work/prairies-and-forests/ranching)



USDA LOCAL MEAT CAPACITY GRANT PROGRAM
[WWW.AMS.USDA.GOV/SERVICES/GRANTS/LOCALMCA](https://www.ams.usda.gov/services/grants/localmcap)



GLOBAL ANIMAL PARTNERSHIP CERTIFICATION (GAP) CERTIFICATION PROGRAMS
[WWW.GLOBALANIMALPARTNERSHIP.ORG/CERTIFIED-GAP](https://www.globalanimalpartnership.org/certified-gap)



USDA AMS REGIONAL FOOD SYSTEM PARTNERSHIPS PROGRAM
[WWW.AMS.USDA.GOV/SERVICES/GRANTS/RFS](https://www.ams.usda.gov/services/grants/rfsp)



Next Steps & New Opportunities

- 1 Connect people with the new Growing GRASS and Action for Climate Smart Agriculture projects.
- 2 Continued engagement with the California Jobs First program (CERF).
- 3 Focus on engagement with ethnic and specialty markets, CSU system, and stadiums.
- 4 Launch informational web portal.
- 5 Plan and host final meat supply chain event (summer/fall 2024).
- 6 Project wrap-up and final report.
- 7 Pursue additional funding to continue this work.

Growing GRASS



bit.ly/RoCGGRASS



www.ggrass.org/

Action for Climate Smart Agriculture



www.wolfesneck.org/partnerships-for-climate-smart-commodities/

www.usda.gov/climate-solutions/climate-smart-commodities



THANK YOU FOR JOINING US!

UC Davis Food Systems Lab &
Institute of the Environment

Patrick Huber
prhuber@ucdavis.edu

Allan Hollander
adhollander@ucdavis.edu

Roots of Change

Michael Dimock
michael@rootsofchange.org

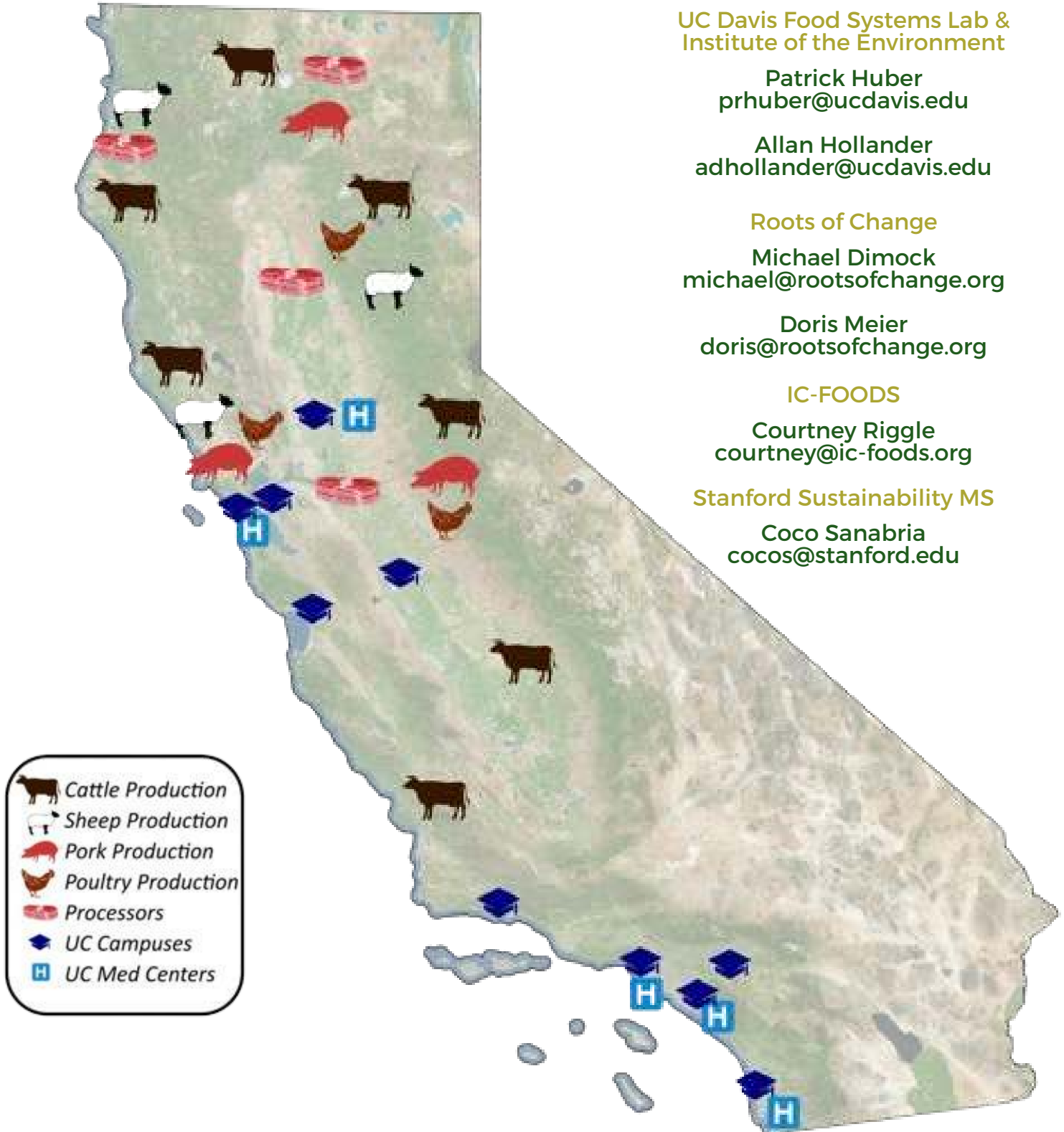
Doris Meier
doris@rootsofchange.org

IC-FOODS

Courtney Riggle
courtney@ic-foods.org

Stanford Sustainability MS

Coco Sanabria
cocos@stanford.edu



- Cattle Production
- Sheep Production
- Pork Production
- Poultry Production
- Processors
- UC Campuses
- UC Med Centers



This project was funded by:
USDA AMS Regional Food System Partnerships Program Grant
#AM21RFSPCA1023-00