

# BEEF, BEES, TREES AND GELATO: Doing and Earning More from a Ranch

CCRC Fall 2019 Workshop and Field Tour

Thursday October 17, 2019 8:30 – 4:30 p.m., Stemple Creek Ranch, Marin County

*Joint Meeting of the California-Pacific Section of the  
Society for Range Management and Central Coast Rangeland Coalition*

## WORKSHOP AGENDA

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| 8:30 AM    | Registration and coffee<br>Coffee and morning snacks provided by MALT (Marin Agricultural Land Trust)  |
| 9:00       | <b>Welcome</b> <ul style="list-style-type: none"> <li>◦ With opening remarks by Loren Poncia, Stemple Creek Ranch</li> <li>◦ Diversification Introduction, Sheila Barry, UCCE Livestock Advisor, San Francisco Bay Area</li> </ul>   |
| 9:20       | Small Group introductions  |
| 9:50       | BREAK  |
| 10:00      | <b>Diversification Opportunities: What Works and Why?</b><br>Dr. Stephanie Larson, UCCE Livestock Advisor, Marin and Sonoma County   |
| 10:20      | <b>Evaluating Your Resources And Opportunities (Producer Panel)</b><br>Moderated by Marin Agricultural Land Trust <ul style="list-style-type: none"> <li>◦ Mike Gale, Chileno Valley Ranch<br/>Grass-fed beef, U-pick apples, and event space</li> <li>◦ Tamara Hicks, Toluca Farms and Farmstead Creamery<br/>Artisanal goat and sheep cheeses, and event space</li> <li>◦ Andrew Zlot, Double 8 Dairy<br/>Water buffalo gelato and mozzarella</li> <li>◦ Mike Giamonna<br/>Ag land easement, beef cows and chickens</li> </ul> |
| 11:10      | <b>Not Just Direct Marketing, Timber, Grazing, Vineyards, Hunt Club And Events</b><br>Bill Morrison, Soper Wheeler   |
| 11:30      | 2 <sup>nd</sup> Small Group Exercise   |
| 12:00 Noon | Lunch  |
| 1:00 PM    | <b>Working With Local Regulations To Overcome Barriers And Increase Opportunities For Diversification</b><br>Michael Meehan, County of Santa Clara Planning Department   |
| 1:30       | <b>Walk to field sites on Stemple Creek</b> <ul style="list-style-type: none"> <li>◦ Stop 1: Events/Livestock</li> <li>◦ Stop 2: Bees/Carbon Farming</li> <li>◦ Stop 3: Targeted Grazing- Paigelynn Trotter</li> </ul>   |
| 3:30       | 3 <sup>rd</sup> Small Group Exercise   |
| 4:30       | Program ends   |