

## 8-26-2020- Tribal Beef Producers Meeting with Presentation on Navajo Beef

Attending- Kaylee Thornley, Taylor Lyon, Janet Camel, Kim Yazzie Labatt, Michael Shuman- Economist, Greg Dumontier (non-profit), Brenda Richey- MT Tribal Extension, Dacia Whitworth, Anita Matt- Tribal Council and Rancher, Pete White- producer, Joel Clairmont- cow/calf producer,

Janet reviewed the resources that have been provided.

Kim Yazzie Presented:

Native American Beef Overview

- accountability, traceability, sustainability--verified through Where Food Comes From
- Grass-fed, grain finished

2012- Partnership established between Labatt and Navajo 14R Coop and Padres Mesa Demonstration Ranch

2013- First customer to debut Native American Beef under Navajo Beef - Twin Arrows- Navajo Nation Gaming Casinon

2014- Switched to more tribal partners and the full Native American Beef Brand

2015- Held NAB Rancher Symposium held in San Antonio, Optimum cattle guidelines established for entire value chain of NAB

2016- NAB welcomes new producers, and NAB launches in retail

2017- new tribal partners, over 5500 cattle purchased, over \$5.5 million back to producers

2018- Brand continues to grow and expands to Texas

Local Native American Ranchers (quality program)> purchase beef at 550lbs> feed lot, cattle buyer is Billy Hall> Animals are custom harvest by Rocky Mountain Natural Meats> Back to Labatt at Albuquerque> Then it goes back out to Native American Communities and Beyond.

Rancher: Qualifications for NAB Program

- must be Native American in Ownership, cattle born and raised on Tribal Lands
- Cattle 51% or more English breeds
- Calves weaned 35-45 days prior to pickup
- Provide health records, vaccination, and permits

Herd Evaluation

Step 1- All owners present with cattle penned

Step 2- History of family's cattle operation evaluated

Step 3- Education: Genetics, herd health program, low stress techniques, quality, good stewardship of the land

Step 4- All cattle sorted- results given to producer with suggestions

Step 5- Producer pre-approved for NAB program- invitation for cattle sale issued



They established "The Optimum"

550+ lbs., 240 days, 1250+ lbs, 3+ lbs per day, less than 1% death rate,

Lower beef cost = NAB brand growth

Their harvest is sustainable and humane as well.

Their grades increased

2014- 89.9% choice or prime

2019- 99.9% choice or prime

Their weight has increased

Their death loss has been greatly reduced

2019 Harvest Schedule: Includes Native American cattle purchased and currently on feed. They have a year round schedule. More or less consistent.

Feedlong 49%, Rancher 46 %, Marketing 1%, Freight 1%, IMI 1%

Customers- they educate the customer on who the NAB rancher is, they tell the story of the rancher families, hormone and implant free, grass fed and grain finished, extended 28-35 day aging process, and hand cut to perfection, family raised cattle to deliver the highest quality, sustainable, renewable resource, traditional native american ranching practice, Source verified, age of the animal, genetics, amount of marbling, length of Aging time, cut location (lazy muscles are very tender, working muscles less so)

They have customized training and marketing plans, marketing

Navajo Gaming is the number one customer.

They freeze and provide fresh meat

Next steps:

-Figure out how to finish and process beef here- maybe just cull cattle at first, do a grass finished beef product for local groceries.

-Reach out to customers in the valley to see who would be interested in local beef

-They sell all their cull cows to the Arizona grass-fed program. (\$0.90-\$1), this is another premium program.

They broke even in the 4th year, it's been going 8 years.