Belcampo CA

Farms
Butchery
Meat Co.

Resilient Food Systems Conference

• Mark Klever
  – President-Belcampo Farms
  – Born and raised in SLO county
• Definition - Resilient
  – able to become strong, healthy, or successful again after something bad happens
  – able to return to an original shape after being pulled, stretched, pressed, bent, etc.
Demand - New Opportunities

Local
Organic
Sustainable
Humane
Paleo
Westin A. Price
Know your farmer
Health – combat obesity
Lack of Availability

Consumers are demanding and are willing to pay
Pasture Meat Production
What is it?

• Ruminants - convert forages to protein
• Non-ruminants
  – Spatial
  – Support nutrients

Planned Grazing
• Multi-species
• High densities
• Trampling action
• Manure - build soil organic matter over time

Belcampo Farms

10,000 acres in Siskiyou County
12,000 acres - winter grazing near Cottonwood
• 13 different types of protein
• Land is 100% organic
• Animal Welfare Approved
Production Methods

- Holistic
- Pasture based
- Great marketing
- Utilizing the animals natural attributes to our benefit
- Challenging
- Not Cheap!

Benefits of Grazing

- Relationships – plant, soil, animal
  - Improves energy flow
  - Enhances soil biological activity
  - Improves nutrient cycling
  - Improves water holding capacity
  - Resilience – diverse plants
- Forage Growth
  - Faster recovery – photosynthesis – not root reserves
  - Stronger roots = stronger plants = improved feed
  - Healthy soil = healthy plants = healthy animals = healthy meat
How it Works

It’s an Art and a Science

Natural Cycle
- Enhance pasture quality
- Better forage utilization
- Higher animal performance
- Greater nutritional value

Relationships
- Competitive and non-selective grazing
- Daily moves – make happy healthy animals
- Building soil – amazing
- Conserving moisture – climate

Seems Simple
- Sun
- Soil
- Water
- Forage
- Animals
- Meat

Belcampo Model

- Anya Fernald – Visionary and CEO
  – Farm, Butchery, Meat Co.
  Belcampo means connection to the Farm
  USDA slaughter – not enough in CA
  6 retail shops/restaurants
    - Choice in the marketplace
    - Old fashioned style butcher shop
    - Whole animal utilization
    - Value-added products
Chicken Bahn Mi Sandwich

• Rotisserie Chicken
  – Sweet Chili
  – House Pickled Carrots and Daikon
  – Cucumber
  – Aioli
  – Cilantro
Inspiring the Next Generation

• Pass on a legacy to my children
  – Teach them why we do what we do
  – Appreciate the lifestyle
  – Reap the health benefits
• Pass it to the next generation in better condition than today
• Keep life in balance
  – Nature has a great design
• Constantly learn from successes, improve from our mistakes and grow in our knowledge
• Love it
What can you do?

• Government
• Cal Poly
• Farmers and Ranchers
• Consumers

Do Your Part!
Questions

• Please visit our web site at www.belcampomeatco.com

• My contacts
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• Schedule a visit
  – 530-435-0244

Thank You!