

Round Rock Ranching

The McGrath Family



VERIFIED BEEF CATTLE
OPERATION

CANADA'S BEEF ON-FARM FOOD
SAFETY PROGRAM

Delivered By:
ALBERTA BEEF QUALITY STARTS HERE

Ecosystem Challenges


Prairie Habitat and the Decision Making
Process



About Us


- 112 Year Old, 5th generation family farm
- Sell Purebred, Commercial cattle, Grass Finished Beef, EG&S and Custom Grazing
- Roughly 4500 acres, breeding approximately 300 cows, custom grazing 200 c/c pairs
- Approx. 3000 acres of native range at our Vermilion operation.
- 1000 acres at Meadow Lake, SK.





Prairie Parkland

- The Most Endangered Ecosystem in the World
- Work very hard to utilize this carefully
- 85% Native



Terrainally Challenged

- How do you cost effectively manage an ecosystem or riparian zone when you can't get there from here?



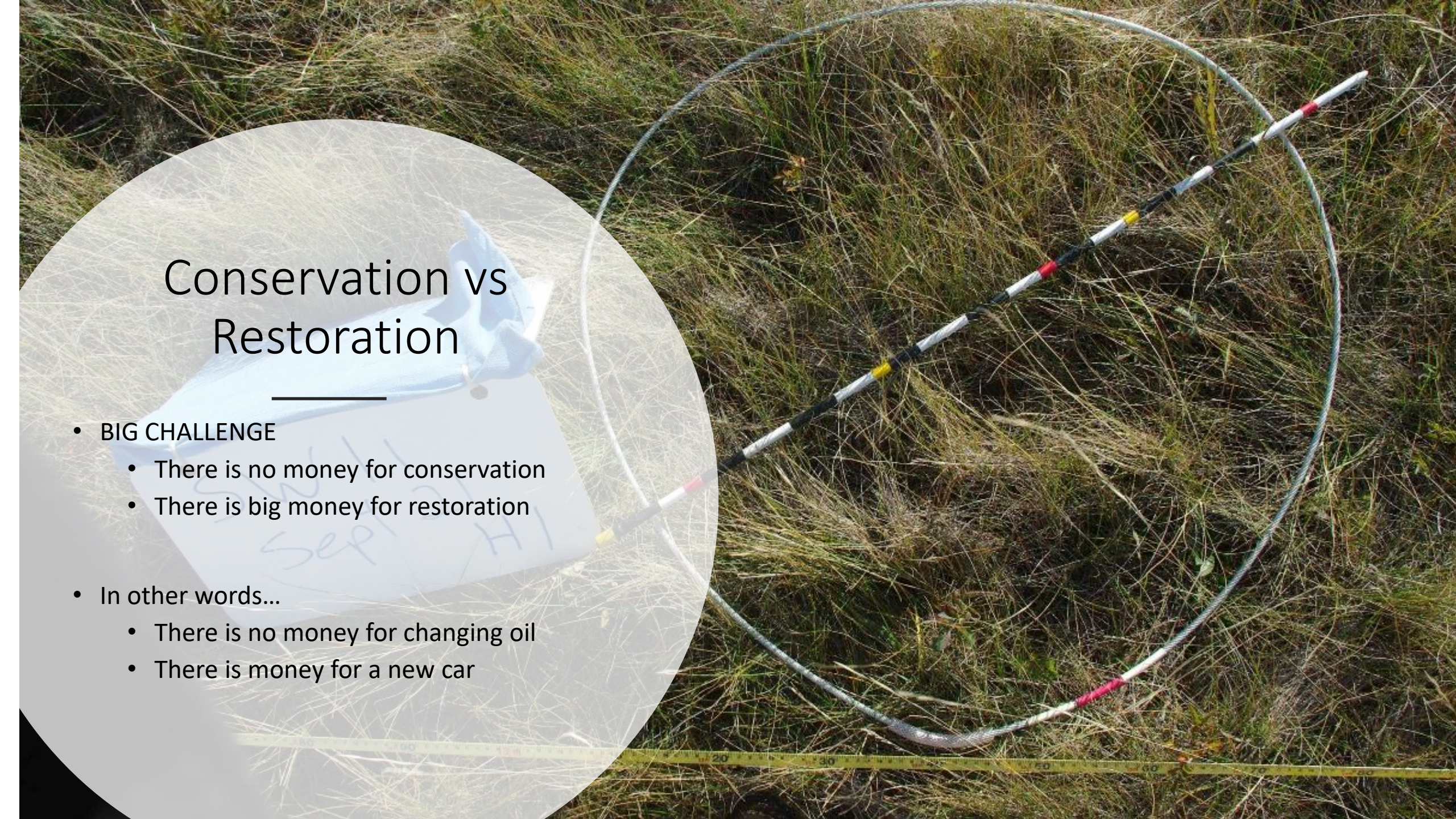
Creativity

Highly valued

Often not rewarded in conventional programs

Conservation vs Restoration

- BIG CHALLENGE
 - There is no money for conservation
 - There is big money for restoration
- In other words...
 - There is no money for changing oil
 - There is money for a new car



Early Adopter Penalty

- People are paid to catch up
- Encourage the early adopters to move faster



How to Help

- Cost
- Expertise – providing and recognizing
- Gentle Hand – Carrot vs. Stick
- Really Partner – needed to maintain enthusiasm!

A person wearing a hat and a dark jacket is walking through a lush green field. In the background, there are rolling hills covered in dense green vegetation under a clear sky.

Where to Now?

-
- BELIEF THAT EG&S HAVE VALUE
 - IT TAKES A COMMITMENT
 - IT TAKES LOCAL AND COMMUNITY ENGAGEMENT
 - IT TAKES FARMERS AND NON-FARMERS
 - A BELIEF THAT FARMERS ARE BEST EQUIPPED TO DELIVER EG&S ON A LOCAL SCALE WITH GLOBAL IMPACT
 - **LAND/STEWARDSHIP ETHIC**