



# Start Shepherding from Scratch

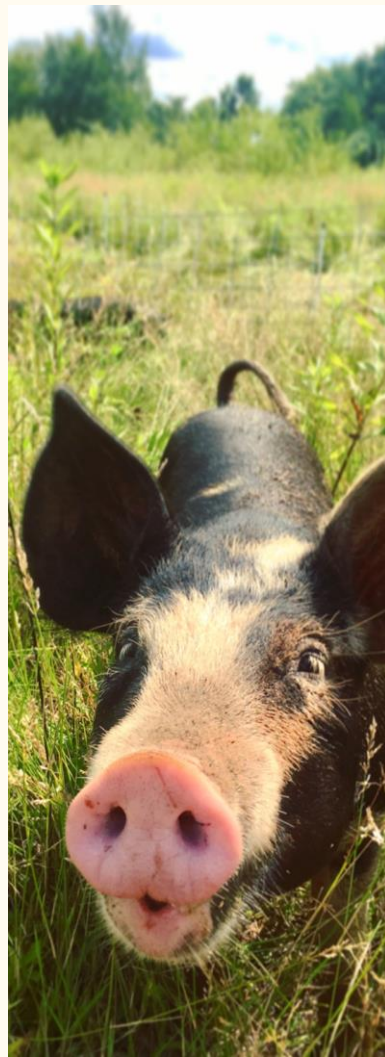
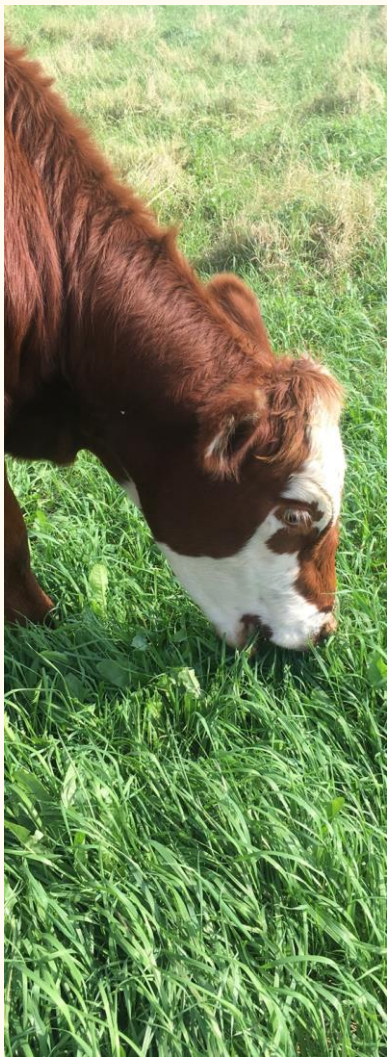
**Practical Farmers of Iowa**  
Winter Conference 2021

**Hannah Bernhardt**  
Medicine Creek Farm





# Grass Fed Beef and Lamb Pastured Pork



















*Belly Rub Bacon*

Healthy Pigs. Happy Meat.

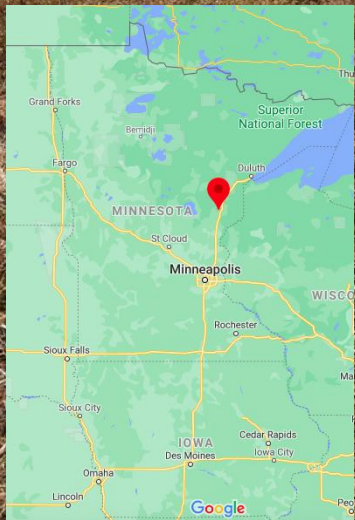
KENYON, MN

612-483-5121

BELLYRUBBEDBACON@GMAIL.COM







April 2015 - Finlayson, MN



160 ACRES.  
20 SHEEP. 15 PIGS.  
2 COWS. 16 CHICKENS. 4 DOGS.  
0 INFRASTRUCTURE.











ewes - \$350/each  
feeders - \$125/each  
guard dogs - \$500/each





Tamarack Sheep - Grass Fed Genetics  
Pasture Lambing - No Barn





Livestock  
Guardian  
Dogs

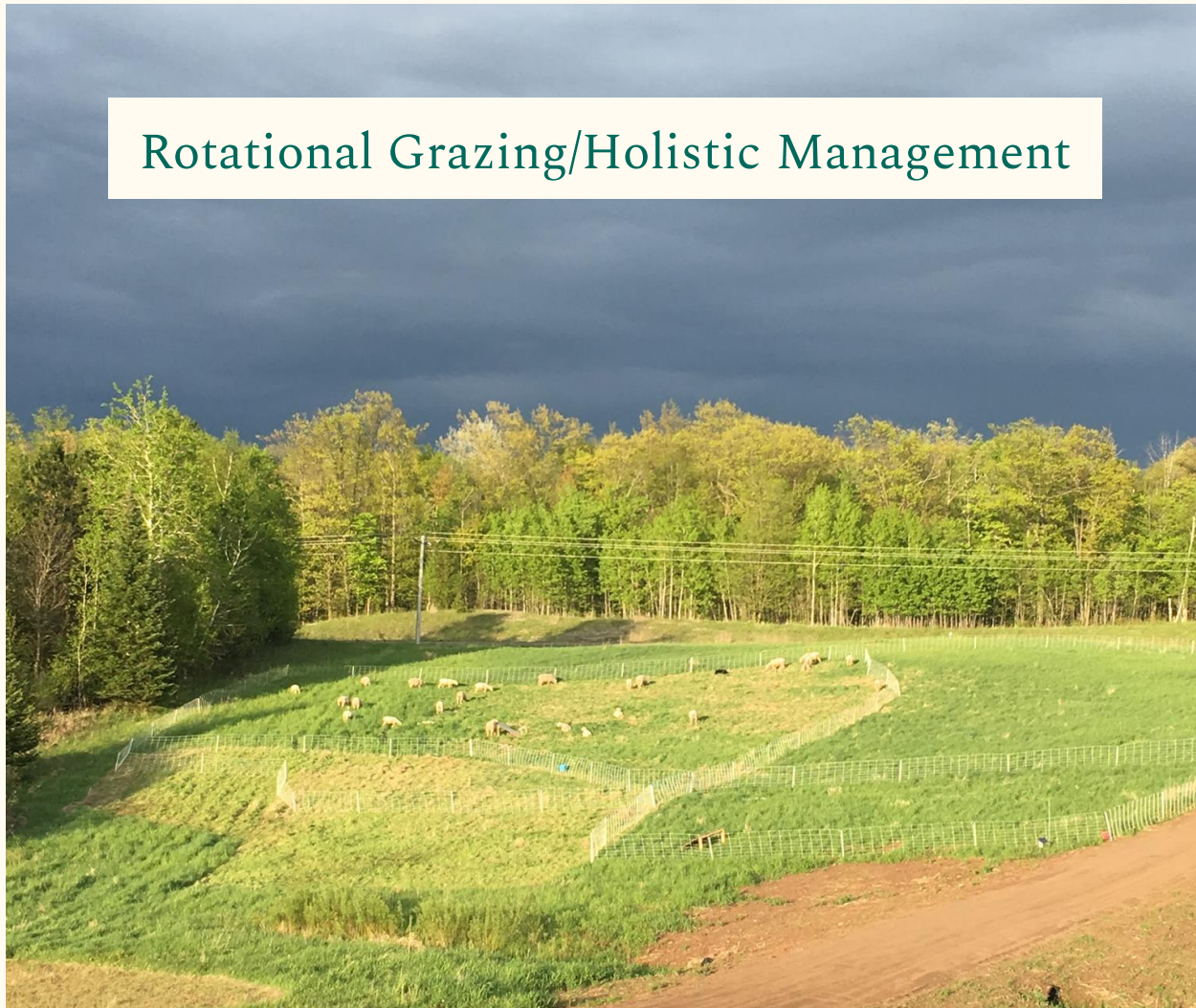


# INFRASTRUCTURE





# Rotational Grazing/Holistic Management







# Fencing

## Moved Daily/Weekly (Temporary)



### ElectroNet® and ElectroNet® Plus 9/35/12 Electric Netting

When properly energized, 35" tall ElectroNet is a nearly impenetrable mesh to sheep, goats, coyotes and dogs. Because it's so easy to install and remove, many move ElectroNet... [Read More »](#)



### ElectroStop® and ElectroStop® Plus 10/42/12 Electric Netting

42" ElectroStop is a nearly impenetrable mesh to sheep, goats, coyotes and dogs, when installed and energized properly. [Read More »](#)



### Sheep & Goat Net 8/35/6

Sheep & Goat Net is a 35" tall, prefabricated fence that protects sheep, goats and cattle and keeps out bears, foxes and coyotes. [Read More »](#)

**\$125/roll - 164 ft. x 35"**



# Fencing







Solar Chargers  
\$75-500





## Watering

4-wheeler - \$2,250

livestock trough - \$80

water tank - \$150

trailer - \$250









Watering





Shade







Shade





## Working Area

6 hog panels - \$175

8 t-posts - \$35

Post pounder - \$25

Zip ties - \$5





Shearing





## Transportation







**THE NATIONAL YOUNG FARMERS COALITION HAS PUBLISHED A GUIDEBOOK TO HELP YOUNG FARMERS AND RANCHERS NAVIGATE THE CREDIT OPTIONS OFFERED BY THE FARM SERVICE AGENCY.**

## FSA Microloan



**Farm Service Agency**

**U.S. DEPARTMENT OF AGRICULTURE**

LOAN NAME	FOR WHAT	RATES	MAX \$
<b>MICROLOAN OPERATING</b>	Anything from annual cash flow to livestock, equipment, refinancing and certification costs.	3.0%*	\$50,000
<b>DIRECT OWNERSHIP LOAN</b>	For buying a farm, capital improvements, conservation projects.	3.750%	\$300,000
<b>MICROLOAN OWNERSHIP</b>	For buying a farm, capital improvements, conservation projects.	3.750%	\$50,000





# WINTER CONSIDERATIONS



# Winter Management - Bale Grazing











## Fencing Challenges







Freezing Challenges





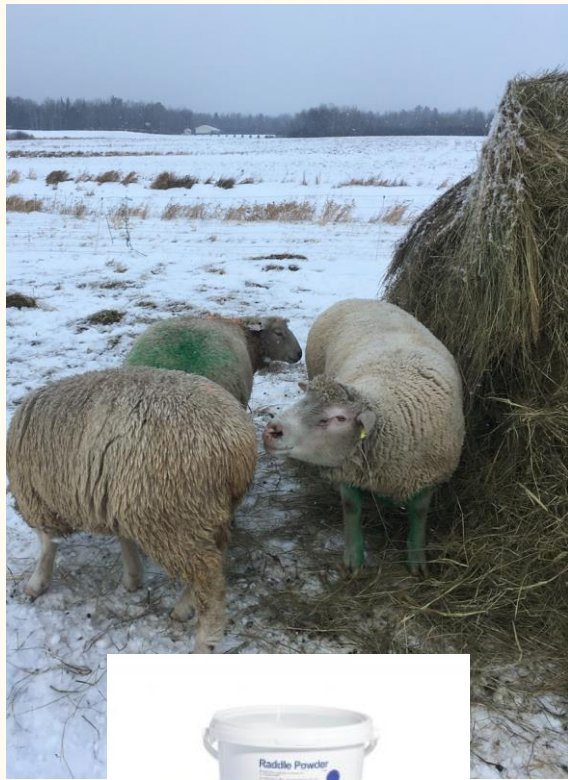
Watering Challenges



# Windbreak







Breeding Season





NRCS Environmental Quality Incentives Program (EQIP) Grant for Fencing & Water





# PASTURE LAMBING









**PREMIER Tags**

2031 300th Street, Washington, LA 70093  
Tel: 800-256-5671 or 214-483-7622  
Fax: 800-346-7995 or 214-483-4204  
E-mail: info@premier1supplies.com  
www.premier1supplies.com

912 1243 98

**Ultra Start Muter**  
COLOSTRUM SUPPLEMENT  
FOR NEWBORN ANIMALS

**Atam Products**  
**Lamb Milk Replacer**

**IGG Bovine**

[EAT LAMBS]	
6101-5	801
6073-5	802
6005-5	803 (See A Lamb)
6104-5	804 (See A Lamb)
6105-71	805
6046-5	806
6119-5	807 (See A Lamb)
6058-5	808
[EAT LAMBS]	
6101-5	801
6073-5	802
6005-5	803
6104-5	804
6105-71	805
6046-5	806
6119-5	807
6058-5	808
6017-71	809
6017-71	810
6017-71	811
6017-71	812
6017-71	813
6017-71	814

**Rubber Rings**







Hypothermia





## Lambing Jugs















# HEALTH CONSIDERATIONS





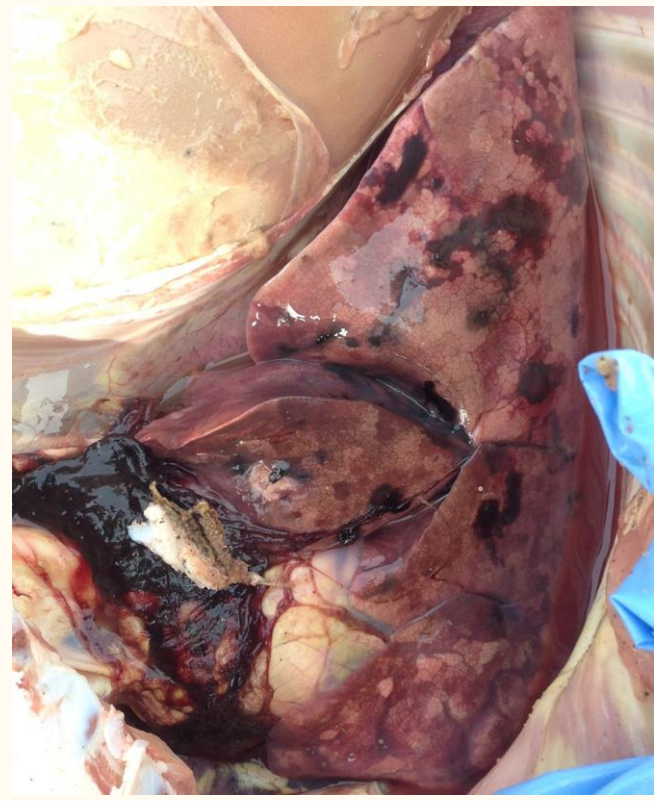
## Medications & Tools





Mineral





Parasites





Pinkeye



Toxicity/Bloat



Orf/Soremouth







# MARKETING & SALES



# Processing



## WHOLE LAMB CUSTOM CUT

\$7.25/lb.

Approximately \$400

Based on an estimated 45 lbs. hanging weight  
including estimated processing fees

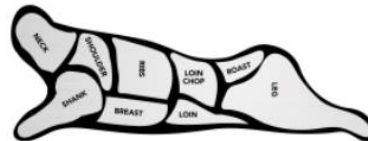
\$50 deposit at time of order

SOLD OUT FOR 2020



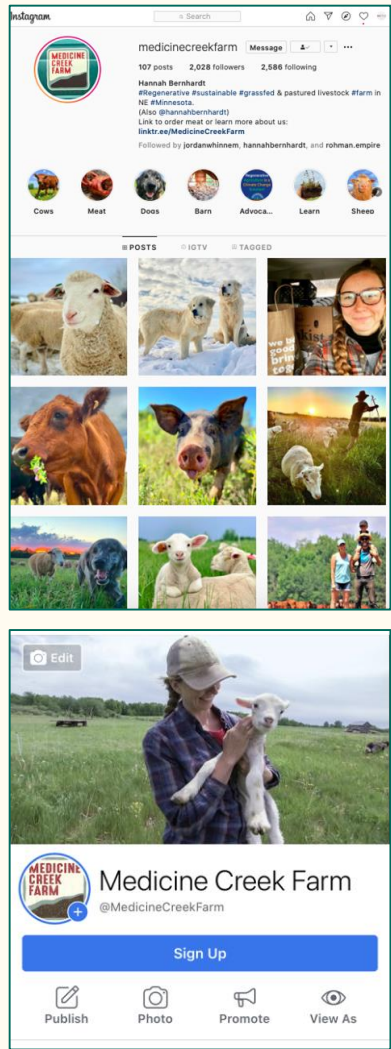
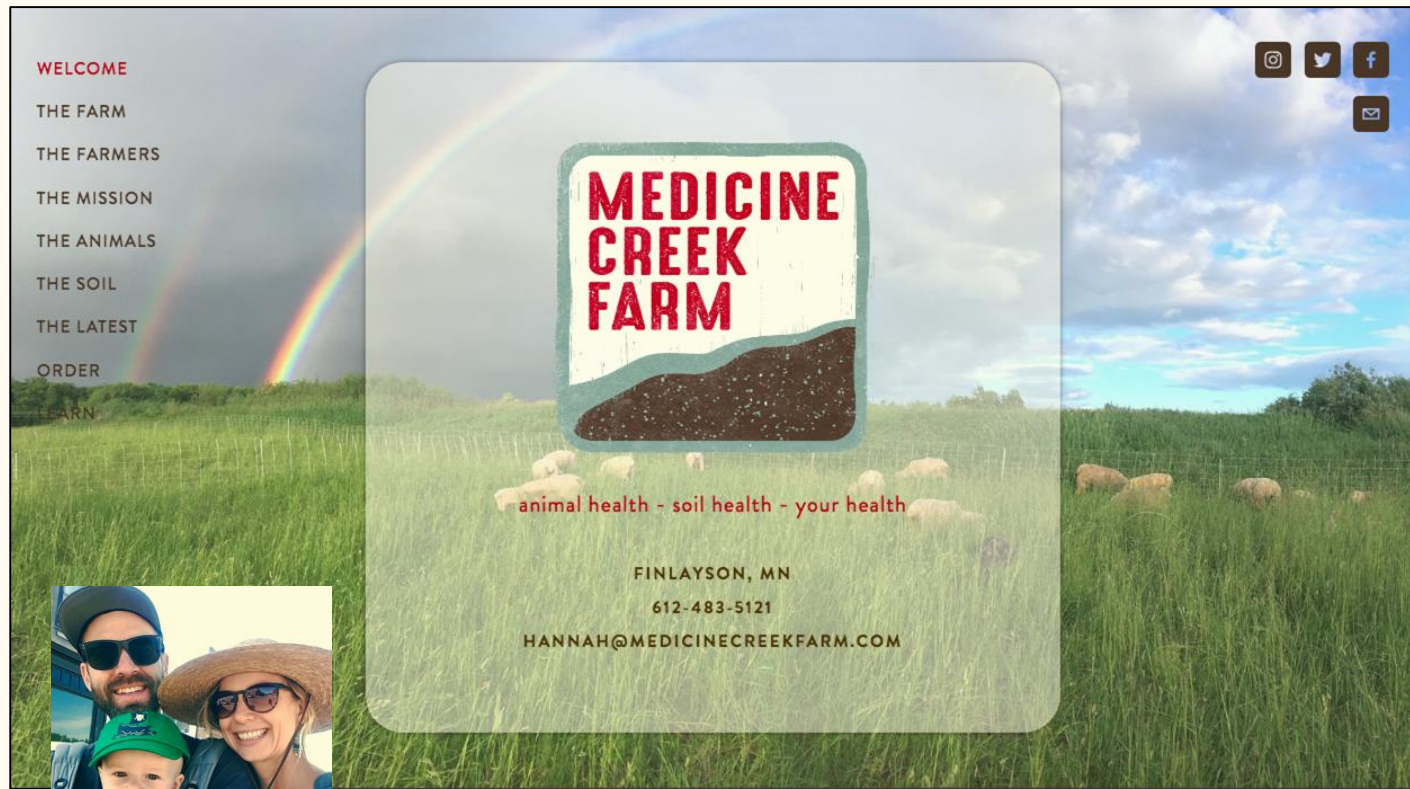
## Custom Lamb Cuts Tip Sheet

<https://www.lakehavenmeats.com/lamb-cutting-form>





# Website & Social Media





# Whole Lamb



## Grass Fed Lamb

Includes approximately

- 22-28 lamb chops
- 2 leg of lamb roasts
- 4 neck and shoulder roasts
- 2 packages lamb shanks
- 2 racks of ribs
- 2 packages stew meat
- 1-3 packages ground lamb





Food Photos



# Ecommerce

## ORDER FORM

### Whole / Half / Quarter / Box \*

Please select whether you would like a whole, half, quarter, or beef box. You will receive an email confirmation with your processing date and a link to pay the deposit online (or instructions for mailing a check).

- ☐ Half Hog - \$50 deposit
- ☐ Whole Hog - \$100 deposit
- ☐ Quarter Beef - \$100 deposit
- ☐ Half Beef - \$200 deposit
- ☐ Beef Sampler Box - \$300
- ☐ Whole Lamb - \$50 deposit
- ☐ Gift Certificate - indicate amount in message below

### Pick Up or Delivery \*

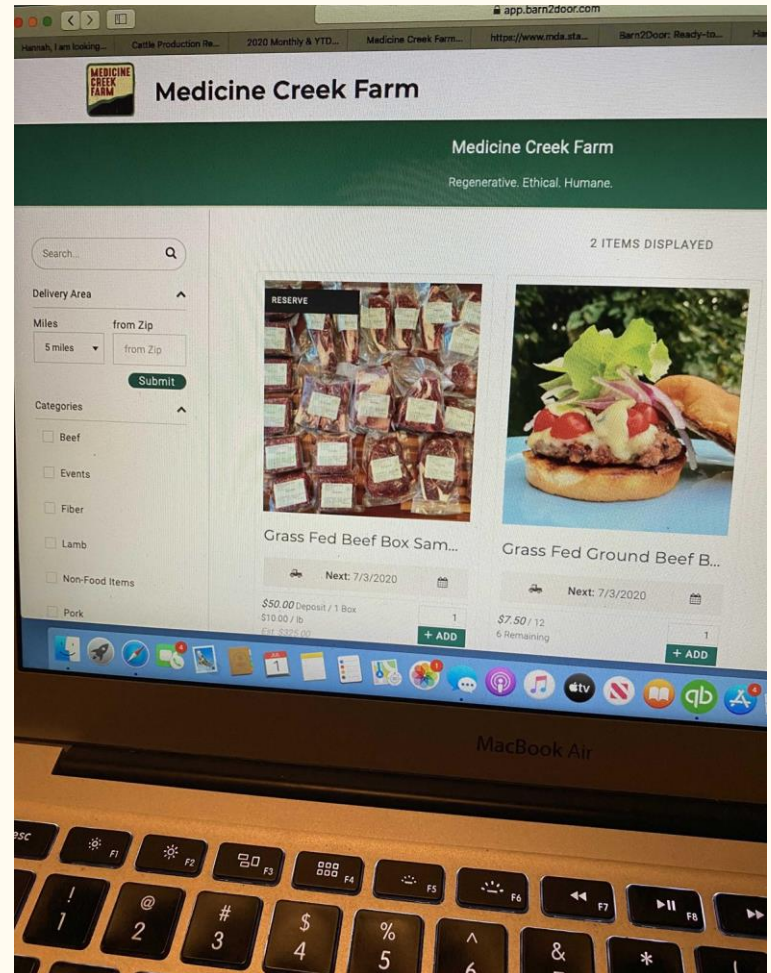
Please select whether you are able to pick up at the butcher or would like delivery. We typically arrange delivery to drop sites in Duluth or the Twin Cities where you can pick up your meat. If we are not able to arrange a convenient drop site for you, we are usually able to deliver direct to your home. You may also request delivery to another area and we'll contact you to discuss possibilities.

- ☐ Pick up at Lake Haven Meats in Sturgeon Lake, MN
- ☐ Delivery to Duluth
- ☐ Delivery to Twin Cities Metro
- ☐ Delivery request to other location (please note in message below)

### Payment Options \*

Please select your preferred payment method. Final costs will be determined at processing based on hanging weight and your choice of cuts. If you would like to pay online for the remainder of the hanging weight minus your deposit, you will still pay Lake Haven Meats their processing fee upon pickup (they take credit cards as well as checks).

- ☐ Pay by check upon pick up or delivery
- ☐ Pay online by secure ACH direct deposit
- ☐ Pay by credit card via Paypal (2.9% fee for processing)
- ☐ Pay in 3 monthly installments (direct deposit or Paypal)





# Search Engine Optimization (SEO)

Which channel(s) should local businesses spend more time on?



Google

grass fed lamb near me

Rating ▾ Hours ▾

**Grass Fed Cattle Co.**  
5.0 ★★★★★ (42) · Natural goods store  
Edina, MN · In 50th & France Bldg  
Open 24 hours · (507) 272-9271  
👤 "I highly recommend Grass Fed Cattle Co."


**Medicine Creek Farm - Grass Fed Beef & Lamb - Pastured Pork**  
👤 You manage this Business Profile  
5.0 ★★★★★ (4) · Farm  
Finlayson, MN  
**Closed** · Opens 9AM · (612) 483-5121

**TC Farm**  
5.0 ★★★★★ (18) · Farm  
Montrose, MN  
(612) 217-1770  
👤 "I joined with the idea of supporting local business and feeding my ..."

→ [View all](#)



# Google My Business



Medicine Creek Farm -  
Grass Fed Beef & Lamb -  
Pastured Pork

Farm

68393 Scotch Pine Rd. Finlayson, MN  
55735

**Service areas**  
Minneapolis, MN  
St Paul, MN  
Twin Cities, MN  
Duluth, MN

Sunday 9:00 AM–7:00 PM  
Monday 9:00 AM–7:00 PM  
Tuesday 9:00 AM–7:00 PM  
Wednesday 9:00 AM–7:00 PM

## Google My Business

### Medicine Creek Farm - Grass Fed Beef & Lamb - Pastured Pork

68393 Scotch Pine Rd.  
Finlayson, MN 55735

- Home
- Posts
- Info
- Insights
- Reviews
- Messages
- Photos
- Bookings
- Products**
- Services
- Website

### Manage products

Let customers discover your business by adding products to your Business Profile on Google Search and Maps

Add product

See it on Google

All products

Grass Fed Beef

Pastured Pork

Grass Fed Lamb

From Product Posts



Whole Lamb

\$350.00 - \$425.00



Grass Fed Beef Box

\$300.00



Half Hog

\$450.00 - \$550.00



Whole Hog

\$850.00 - \$950.00



Grass Fed Beef Box

\$350.00



Grass Fed Beef Box

\$300.00 - \$350.00



Grass Fed Beef Box

\$300.00 - \$350.00



Half or Whole Custom  
Hog









\$500.00 - \$950.00







# Email List



[Audience](#) <  
[Audience dashboard](#)  
[All contacts](#)  
[Signup forms](#)  
[Tags](#)  
[Segments](#)  
[Surveys](#) **New**  
[Preferences center](#) **New**









[< Back to audience dashboard](#)

## Audience

### Medicine Creek Farm Newsletter

Your audience has **485** contacts. **477** of these are subscribers.


[Overview](#) [Manage contacts](#) > [Add contacts](#) > [Signup forms](#) [Pre](#)




[Campaigns](#) <  
[All campaigns](#)  
[Email templates](#)  
[Reports](#)

## Templates

☐ [Folders](#) > [Sort by](#) [Newest first](#) >

☐  [Farm Party Template](#)  
**Last edited** on Aug 19, 2019 1:39 pm by Hannah Bernhardt  
Drag and drop

☐  [Latest Mobile Template](#)  
**Last edited** on Jul 10, 2019 10:34 pm by Hannah Bernhardt  
Currently used in 1 draft or scheduled campaign  
Drag and drop

## SUBSCRIBE

Sign up with your email address for an invitation to our farm party!


[SIGN UP](#)

We respect your privacy.

[Farm Party! Tour, Potluck & Bonfire](#) > [Inbox](#) x

**Medicine Creek Farm** <hannah@medicinecreekfarm.com>  
to me >

Mon, Aug 19, 2019, 4:13 PM



**TOUR, POTLUCK & BONFIRE**  
at MEDICINE CREEK FARM

**Farm Party**

**MEDICINE CREEK FARM**

Join us for our 2nd annual fall farm party!

[Saturday](#)







[www.medicinecreekfarm.com](http://www.medicinecreekfarm.com)

grass fed beef and lamb  
pastured pork

**Hannah Bernhardt & Jason Misik**

[hannah@medicinecreekfarm.com](mailto:hannah@medicinecreekfarm.com)

Hannah: 612-483-5121

Jason: 262-758-1061

**Finlayson, MN**

QUESTIONS?

