

# Ranching Sustainability Analysis (RSA) WORKSHOP

Monday October 20, 2014: 9:00 am to 2:00 pm  
UCCE Auditorium  
1432 Abbott Street, Salinas

On line registration: <http://ucanr.edu/rsa2014> Or call 805-781-5940  
Cost: \$20.00 (Includes Handouts, Morning Refreshments and Lunch!)

UC Cooperative Extension, local ranchers, and experts in the industry will define RSA (where it originated and how it works) and talk about its importance, not only for achieving and maintaining a prosperous ranch, but for preserving family values as well.

Guest Speaker Dr. Jim Oltjen, Animal Management Specialist, UC Davis:  
*"How to Recover Herds Following a Drought"*

Also Featuring a video by Alan Savory:  
*"How to Fight Desertification and Reverse Climate Change"*

## The RSA panel and discussion topics include:

- Steve Sinton: RSA Confidentiality & Written Record
- George Work: Communication & Creative Thinking
- Jack Varian: Demonstrating Stewardship
- Chuck Pritchard: Measuring Practices for Profitability
- Bill Tietje: Developed by Ranchers
- Royce Larsen: A Non-regulatory Tool
- Everyone: An Opportunity to Fill Out RSA Survey

## Seven Reasons to be Interested in the RSA

- Presents a fast and easy way to create your written record
- Fosters communication among family, employees, and agencies
- Demonstrates your dedication to stewardship
- Stimulates creative thinking about good ranching practices
- Acts as a non-regulatory tool that may help you with regulators
- Provides a new way to measure your practices leading to additional profitability
- Developed by ranchers who understand the needs of ranchers and land managers