

Opportunities and Challenges for California Beef Producers

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Diverse environments – “one size doesn't fit all”



Diverse ecosystems/ diverse goals



Drought!



Feed (grass) and feed costs.....





Competing land use/fragmentation



Regulatory complexity

- * CA beef producers are confronted with a vast array of challenging regulations, that impact the ability to function as a business, and keep ranching viable.



Frequently, regulations....

- Are a solution in search of a problem....OR
 - The solution becomes the problem....OR
 - Do not fix the problem they were intended to solve.....
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- The Law of Unintended Consequences

The regulatory nature of our business – alphabet soup!

DMV, EPA, AQMD, WRB, DWR,
DFG, CEQA, NEPA, CalTrans, FWS,
IRS, DPR, USDA, FDA, FSIS, BLM,
USFS, ARB, OSHA, NASS RWCQB,
FSA, DPH, NRCS, CDFA, CHP, BOR,
Animal Control... Plus County, State
and Federal ordinances, regulations
and legislation!

Generational transfer/generational “land ethic”



<http://www.youtube.com/watch?v=CNCOhvOrMOE>





Opportunities.....



Sustainable enterprises....multi- generational, stable, community centered





Opportunities

- Market diversity
- Recognition of conservation/sustainability
- Supply/demand (locally and globally)
- “Generational land ethic”
- Commitment of youth









Challenges

- Very diverse enterprises
- Land fragmentation
- Seasonality
- Drought
- Regulations
- Generational transfer/expansion
- Competing land uses
- Marijuana
- Labor