



**2008 Niche Meat Marketing Conference**  
**March 26-27**  
**Stanislaus County Agricultural Center – Modesto, CA**

January 2008

Volume 1, Number 1

### Cost

- \$80 (includes 2 lunches & proceedings)
- Must Pre-Register by March 13<sup>th</sup>
- After March 18<sup>th</sup>, cost is \$90
- One day Registration Fee is \$50 if pre-registered by March 18th
- After March 18, the cost is \$60

### March 26

- Keynote Speech
- Grass-finishing
- Pastured Poultry
- Producer Panel

### March 27

- Processing
- Meat Goat Cost Study
- Sheep and Goat Panel
- Marketing Panel
- Meat CSA , Buyers Club and Meat Dinner

[Link to Niche Market Web page](#)

### Contact Us

**Roger Ingram**

[rsingram@ucdavis.edu](mailto:rsingram@ucdavis.edu)

530-889-7385

## Register Today to Take Advantage of the Pre-Registration Fee of \$80!

This year's conference features presentations and group activities on grass-finishing, processing, pastured poultry. The \$80 registration fee includes two lunches and proceedings. Send your form in today!

## Jim Gerrish Slated to be Keynote Speaker

Jim's experience includes over 20 years of beef-forage systems research and outreach while on the faculty of the University of Missouri, as well as 20 years of commercial cattle and sheep production on his family farm in northern Missouri. The University of Missouri Forage Systems Research Center rose to national prominence as a result of his research leadership. His research encompassed many aspects of plant-soil-animal interactions and provided foundation for many of the basic principles of Management-intensive Grazing.

He was co-founder of the very popular 3-day grazing management workshop program at FSRC. These schools were attended by over 3000 producers and educators from 39 states and 4 Canadian provinces since their inception in 1990. Fifteen other states have conducted grazing workshops based on the Missouri model and Jim has taught in eleven of these states. He is a key instructor in the University of Idaho Lost River Grazing Academy held near Salmon, ID each June and September.

Before moving to Idaho, Jim was deeply involved in the Green Hills Farm Project, a grassroots producer group centered in north-central Missouri and emphasizing sustainability of family farms. His research and outreach efforts have been recognized with awards from the American Forage and Grassland Council, Missouri Forage and Grassland Council, National Center for Appropriate Technology, USDA-NRCS, the Soil and Water Conservation Society, and Progressive Farmer.

Jim is a sought after speaker across the United States and will focusing much of his presentation on grass-finishing. Make your plans today and register for the conference.

**Conference Agenda – Speakers Listed are Confirmed.  
The schedule is still tentative.**

**March 26**

Time	Workshop Title and Speaker	
8:45-9:45 AM	Registration	
9:45 – 10:00 AM	Welcome, Roger Ingram – Farm Advisor	
10:00 AM – Noon	Grass Finishing Jim Gerrish, American GrazingLands Services, LLC	
Noon – 1:00 PM	Lunch	
1:00 – 3:00 AM	Grass Finishing Jim Gerrish, American GrazingLands Services, LLC	
3:00 – 3:15 PM	Break	
3:15 – 4:00 PM	Planning for Year-Long Grass Finishing in California, UC Farm Advisors	
4:00 – 5:00 PM Concurrent Sessions	Producer Panel Joe Morris, Morris Grass-fed Beef Clint Victorine, Eel River Organic Beef Pam or Henry Giacomini, Hat Creek Grown	Pastured Poultry Mark Keller

**March 27**

Time	Workshop Title and Speaker	
	All Sessions Concurrent	
8:15-9:15 AM	North Coast Meats Study Cutting Edge Meat, Inc	Meat Goat Cost Study UC Farm Advisors
9:15 – 10:15 AM	CSA, Buyers Clubs, Taste of the Hawaiian Range Stephanie Larson	Sheep and Meat Goat Panel Dan Macon, Highland Farms Dusty Copeland, Copeland Family Farms
10:15 – 10:30 AM	Break	
10:30 – 11:30 AM	Market Buyer, Distributor, & Consumer Group Panel Tamar Adler, Bay Area Meat CSA	Niche Marketing 101 Pt 1 Larry Forero, Farm Advisor Glenn Nader, Farm Advisor Roger Ingram, Farm Advisor
11:30 AM – 12:30 PM	Marketing Study and Update on Grass-fed and Natural Label Changes Shermain Hardesty, UC Small Farm Center Lauren Gwin	Niche Marketing 101 Pt 2 Larry Forero, Farm Advisor Glenn Nader, Farm Advisor Roger Ingram, Farm Advisor
12:30 – 1:30 PM	Lunch	

# 2008 Niche Markets for Meat Products Conference Pre-Registration Form

Please enclose a check to UC-Regents with the registration form. Mail completed form and check to:

Roger Ingram, Niche Markets Conference, 11477 E, Ave, Auburn, CA 95603.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ email \_\_\_\_\_

March 26-27 - \$80 per person (\$90 if postmarked after March 18th) \_\_\_\_\_

One day registration - \$50 per person (\$60 if postmarked after March 18th) \_\_\_\_\_

Total Amount Enclosed \_\_\_\_\_

*United State Department of Agriculture, University of California, Placer and Nevada Counties cooperating. Please contact our office 72 hours in advance of the event to request accommodations for persons with disabilities.* The University of California prohibits discrimination against or harassment of any person on the basis of race, color, national origin, religion, sex, physical or mental disability, medical condition (cancer-related or genetic characteristics), ancestry, marital status, age, sexual orientation, citizenship, or status as a covered veteran (special disabled veteran, Vietnam-era veteran or any other veteran who served on active duty during a war or in a campaign or expedition for which a campaign badge has been authorized). University Policy is intended to be consistent with the provisions of applicable State and Federal laws. Inquiries regarding the University's nondiscrimination policies may be directed to the Affirmative Action/Staff Personnel Services Director, University of California, Agriculture and Natural Resources, 300 Lakeside Dr., 6th Floor, Oakland, CA 94612-3550 (510) 987-0096.