

NICHE MEAT MARKETING CONFERENCE

MARCH 21-22

CHICO STATE UNIVERSITY

PROGRAM AND PROCEEDINGS

CSU AND ANR GRASS-FED BEEF WEBSITE

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CONFERENCE WEBSITE

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Welcome

On behalf of the 2006 Niche Market Planning Committee, I want to welcome you to the 2006 Niche Market Conference. The committee has worked very hard to make this conference as practical and timely as possible. Please make your investment of time in attending this conference worthwhile by participating fully in the group activities and asking questions.

I would like to thank Cindy Daley, Patrick Doyle, Jim Holt, and Katy Harrison for letting us use the Chico State University facilities. At the end of the conference, please turn in your evaluation form. We are always looking for feedback to help us improve future conferences.

Roger Ingram
Farm Advisor, Placer/Nevada Counties

Planning Committee

Cindy Daley, Chico State
Josh Davy, UCCE
Morgan Doran, UCCE
Patrick Doyle, Chico State
Holly George, UCCE
Shermain Hardesty, UC-Davis
John Harper, UCCE
Katy Harrison, Chico State
Glenn Nader, UCCE
Jim Oltjen, UC-Davis

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Table of Contents

Conference Agenda Page 1

Key Note Speaker..... Page 2

Workshop Handouts Page 3

Evaluation Form..... Last Page of Proceedings



WE VALUE YOUR COMMENTS

*PLEASE TAKE A MOMENT TO COMPLETE THE
CONFERENCE EVALUATION FORM LOCATED AT
THE BACK OF THE PROCEEDINGS. PLEASE LEAVE
YOUR EVALUATION AT THE LAST WORKSHOP YOU ATTEND.
THANK YOU!*

Conference Agenda

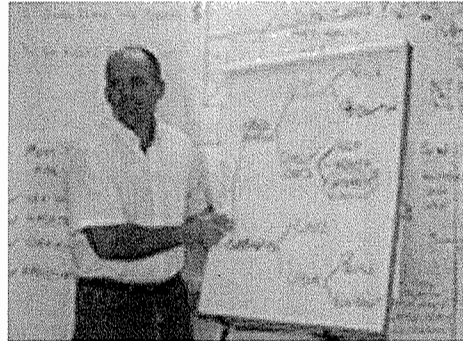
| March 21 | Workshop Title | Speaker |
|---|---|--|
| 8:30-9:30 AM | Registration Sign-In | |
| 9:30 AM - Noon | Three Secrets to Profit in Niche Meat Marketing | David Pratt, CEO, Ranch Management Consultants |
| Noon – 12:45 PM | Lunch | |
| 12:45 – 1:45 PM Economic and Meats Lab sessions run at the same time | Concurrent Session I – Understanding Your Niche Economics | Facilitated by Farm Advisors |
| 1:45 – 2:45 PM Repeat of Economic and Meats Lab Sessions | Concurrent Session II – Understanding Cuts of Beef and Lamb and How to Price and Market | Patrick Doyle and Jim Holt, Chico State Meats Lab |
| 3:00 – 3:15 PM | Current Situation of Meat Processing in California | Roger Ingram, Farm Advisor |
| 3:15 – 4:15 PM | Processor Panel | Johansen's Meat - Orland Superior Farms - Dixon |
| 4:15 – 5:00 PM | Economics of Starting a New USDA Processing Facility | Shermain Hardesty – UC Davis Jay Norton, Farm Advisor Morgan Doran, Farm Advisor Sam Goldberger |
| 5:00 – 5:40 PM | Group discussions on Processing | Facilitated by Farm Advisors |
| 5:40 – 6:15 PM | Refreshments | |
| 6:15 PM | Dinner featuring steaks from Western Grasslands Beef | |
| 7:00 – 7:45 | Dinner Speaker | To Be Announced |

| March 22 | Workshop Title | Speaker |
|------------------|---|--|
| 8:00-8:30 AM | Market Trends in Organic Meats | Pete Livingston, UC-Davis |
| 8:30 – 9:00 AM | Organic Certification | Marin County Ag Commissioner's Office |
| 9:00 – 9:30 AM | Animal Requirements for being certified organic | Kevin Lunny, Lunny Ranch |
| 9:30 – 10:00 AM | Organic Feed and Seed Suppliers | Morgan Doran, Farm Advisor Josh Davy, Program Rep |
| 10:00 – 10:30 AM | Organic Beef Cost Study | John Harper, Farm Advisor |
| 10:30 – 10:45 AM | Break | |
| 10:45 – 11:15 AM | California Forage Cycles | Roger Ingram, Farm Advisor |
| 11:15 – 11:45 AM | Using Crop By-Products with Grass Finishing | Glenn Nader, Farm Advisor |
| 11:45 – 12:15 PM | CSU Lipid Study | Cindy Daley, CSU Professor |
| 12:15 – 1:00 PM | Lunch | |
| 1:00 – 5:00 PM | Northern California Sheep Producers Meeting | |

Keynote Speaker - David Pratt

CEO, Ranch Management Consultants

KEYNOTE PRESENTATION THREE SECRETS OF PROFIT IN NICHE MEAT MARKETING



Dave Pratt is one of the most sought after speakers on sustainable agriculture and profitable ranching in the world today. He has taught the Ranching for Profit School, the business school of ranching, in the United States, Canada, Mexico, Australia and Africa. Dave has devoted his life to increasing the sustainability of ranching.

A Range and Livestock Advisor with UC Cooperative Extension for 15 years, Dave researched controlled grazing and strategic issues impacting the sustainability of ranches. In April 1999 Dave became President of *Ranch Management Consultants, Inc.* He now manages the *Ranching for Profit School* and *Executive Link* program in North America.

Dave writes an email newsletter called **ProfitPoints™** and in an earlier issue he noted: "This year we benchmarked several conception to consumption grassfed beef operations. We break these businesses into four distinct enterprises: Cow Calf, Stocker, Finishing, and Meat.

In our analysis the cow calf and stocker enterprises have been more profitable than the finishing and meat enterprises on most farms or ranches.

There are several reasons. **The biggest problem in grass finishing enterprises is the slow turnover of product and the limited value added during this phase. Low turnover is also a problem in most meat enterprises. But the biggest constraint to profit in meat enterprises is high processing costs which may be beyond the producer's direct control.**

The high prices paid for grassfed beef leads many to assume that profit must follow. But most grassfed operations I've looked at operate at an economic loss. It is business structure, not price that drives profit. Our analysis shows that overhead costs exert three times the pressure on profit as product price."

Dave's presentation will help you understand the three secrets to profit and how they relate to niche meat marketing enterprises.