

# **NICHE MEAT MARKETING CONFERENCE**

**MARCH 21-22**

**CHICO STATE UNIVERSITY**

**PROGRAM AND PROCEEDINGS**

**CSU AND ANR GRASS-FED BEEF WEBSITE**

**[WWW.CSUCHICO.EDU/AGR/GRASSFEDBEEF/](http://WWW.CSUCHICO.EDU/AGR/GRASSFEDBEEF/)**

**CONFERENCE WEBSITE**

**[CEPLACER.UCDAVIS.EDU](http://CEPLACER.UCDAVIS.EDU)**

# 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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**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

<b>March 21</b>	<b>Workshop Title</b>	<b>Speaker</b>
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

<b>March 22</b>	<b>Workshop Title</b>	<b>Speaker</b>
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	

