

Niche Markets for Meat Products Short Course

PROGRAM

Thursday, March 13 - MU II (Memorial Union II)

9:00 a.m. Introduction and Objectives

Shermain Hardesty

9:10 a.m. USDA Value-Added Grant Award Presentation

Chuck Clendenin, USDA Rural Development

9:15 a.m. Market Trends

Shermain Hardesty, Bruce Berven

Grassfed, organic, and direct marketing livestock products

Who is doing what in marketing. Consumer demographics and preferences.

10:00 a.m. Food Safety, Inspection and Handling

Shermain Hardesty, Linda Harris

USDA requirements. Food safety and handling issues. Update on the construction of a mobile livestock processor.

11:00 a.m. Break

11:15 a.m. Mobile Slaughter Facility

George Work, Bruce Dunlop

11:30 a.m. Labeling, Packaging, Storage, and Distribution Requirements

Dan Macon, Jim Rickert, Mary Rickert, Ernie Phinney

Getting a label. Fresh versus frozen packaging requirements. Refrigeration during storage and transportation. Preventing contamination. Insurance requirements. Maximizing shelf life.

12:30 p.m. Lunch

1:15 p.m. Adding Value to Your Product

Annette Levi, Marc Duncan, Richard Hirshen, Ernie Phinney, Mark Keller

Challenges in marketing the entire carcass. Product development. Retail, restaurant, farmers markets and internet marketing.

3:00 Break

3:15 p.m. Producer Panel

Roger Ingram, Joe Morris, Jeanie McCormack, An Peischel, Carolyn Carey

Experiences of beef, sheep and goat producers currently direct marketing.

4:15 p.m. Recess

6:00 p.m. Social,

6:30 p.m. Dinner - Recreation Pool Lodge

Dinner speaker - Lee Arst, former CEO, Coleman Natural Beef.

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Friday, March 14 - Cole Facility, UC Davis

- 8:30 a.m. Tour of UC Davis USDA Slaughter Facility and Case Study of a Marketing Livestock Producer**
Dan Sehnert, Dan Macon, Roger Ingram
Facility tour and case presentation of Marketing Challenges of a livestock producer.
- 10:00 a.m. Break**
- 10:15 a.m. Feasibility and Business Plans**
Roger Ingram, Dan Macon
Why do we need them. Where to get help and how to get started.
- 10:45 a.m. Alternative Forms of Business**
Karen Spatz
Advantages and disadvantages of various forms of business.
- 11:00 a.m. Breakout Groups**
Karen Spatz, Shermain Hardesty, Roger Ingram, Dan Macon
Facilitated group evaluation of marketing scenarios.
- 11:45 a.m. Where Do We Go From Here?**
Karen Spatz
Facilitated discussion of marketing scenarios.
- 12:30 p.m. Lunch**
- 2:00 p.m. Optional Tour** (arrange your own transportation)
Superior Packing, Dixon CA.