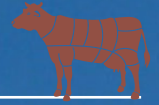


Niche Meat Processor Assistance Network, Good Meat Project,  
and Kitchen Table Consultants Presents:

# WESTERN MEAT SCHOOL BUSINESS ACCELERATOR



Grow your business this year!  
7 month program begins March 2024

This online course is a 7 month long peer learning experience for farmers, ranchers, and meat brands that are scaling their production and sales to reach multi-million dollar sales goals while producing high-quality local and regional meats. If you are dabbling in wholesaling or going full blast into a variety of market channels, this program will help launch you there with all the tools. This is an "all-hands-on-deck" immersive experience that is guaranteed to take your business to the next level.

Apply now for a limited seat at:  
[westernmeatschool.com/biz-accelerator-program](https://westernmeatschool.com/biz-accelerator-program)

- Application Deadline: February 2nd, 2024
- Classes begin March 5th
- Only 20 similarly sized meat producers/brands will be selected
- Full participation required
- \$1,500 investment with \$500 returned at completion of program  
Partial scholarships reserved for BIPOC and socially-disadvantaged operators



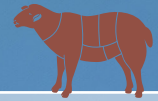
LEARN MORE:



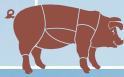
WESTERN MEAT SCHOOL  
a project of the Niche Meat Processor Assistance Network (NMPAN)  
[www.nichemeatprocessing.org](http://www.nichemeatprocessing.org)

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# Business Accelerator Program Curriculum



<p><b>MODULE 1</b></p> <p>Organizing the Chart of Accounts to Create a Strategic Profit &amp; Loss Statement; Clarify Accounting Classes</p>	<p><b>MODULE 2</b></p> <p>Understanding and Utilizing the Balance Sheet</p>	<p><b>MODULE 3</b></p> <p>Budgeting and Cashflow; Deepen Knowledge of Accrual vs Cash</p>	<p><b>MODULE 4</b></p> <p>Risk, Liability and Business Structure</p>	<p><b>MODULE 5</b></p> <p>Operationalizing Your Meat Business, Part 1 Human Resources</p>
<p><b>MODULE 6</b></p> <p>Operationalizing Your Meat Business, Part 2 Physical Infrastructure</p>	<p><b>MODULE 7</b></p> <p>Sales 101: Sales Channels, Pricing, Packaging, and More</p>	<p><b>MODULE 8</b></p> <p>Selling the Entire Carcass and Making Money</p>	<p><b>MODULE 9</b></p> <p>Aggregation Models &amp; Logistics</p>	<p><b>MODULE 10</b></p> <p>Processor Relationship Building &amp; Communication Value-Added Products: The Dream vs. Reality</p>
<p><b>MODULE 11</b></p> <p>Marketing 1: Value-proposition, target customers, marketing by sales channel</p>	<p><b>MODULE 12</b></p> <p>Marketing 2: Branding &amp; Marketing Tools</p>	<p><b>MODULE 13</b></p> <p>Leadership and Succession Planning</p>	<p><b>MODULE 14</b></p> <p>Planning and Project Management</p>	<p><b>MODULE 15</b></p> <p>Wrap up / Action plan review</p>



- Solve the most challenging problems in your meat business
- Uplevel your financial record keeping systems
- Improve your profit potential
- Build marketing prowess
- Sell the whole animal
- Learn about demand forecasting
- Launch a value-added product line



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