

# THE WESTERN MEAT SCHOOL

Join us for the 2022 Western Meat School  
 Online Short Course | October 11, 2022 – December 6, 2022

This 8-week course will help farmers, ranchers, butchers & others learn the essentials for direct marketing niche meat from experts in production, processing, marketing & pricing. Learn how to produce high-quality meat, access new markets, manage risk and improve your profitability.



<p><b>10/11</b></p> <p><b>Marketing:</b> Start with the market in mind: learn how to identify &amp; develop new markets for meat.</p>	<p><b>10/18</b></p> <p><b>Production:</b> Finishing ruminants for optimal gains and quality meat: grass-finishing, pasture-finishing, and alternative feeds.</p>	<p><b>10/25</b></p> <p><b>Management:</b> Adapting your operation to a changing environment: preparing to successfully weather short to longer term disruptions.</p>	<p><b>11/01</b></p> <p><b>Handling &amp; Harvesting:</b> Animal handling, meat quality, and evaluating a live animal. Hoof to rail demonstration part 1.</p>
<p><b>11/08</b></p> <p><b>Processing:</b> Hoof to rail demonstration part 2. Basics of meat processing, carcass quality, meat science, fabrication, regulations, &amp; how to work with your processor.</p>	<p><b>11/15</b></p> <p><b>Processing &amp; Packaging:</b> Processing for specific markets, maximizing carcass value, packaging &amp; labeling.</p>	<p><b>11/29</b></p> <p><b>Marketing:</b> Building your brand and educating your customers, understanding different buyer preferences for meat.</p>	<p><b>12/06</b></p> <p><b>Costs of Production &amp; Pricing:</b> Learn how to determine your costs of production and develop pricing strategies for your meat products, for each market channel.</p>

Non-credit | Live 5:00-7:00 PT; 6:00-8:00pm MT

All sessions will be recorded for future viewing.

Online discussion forums connecting participants & resources will be available.

## PLANNING PARTNERS



REGISTER:



## THE WESTERN MEAT SCHOOL

a project of the Niche Meat Processor Assistance Network (NMPAN)

<https://westernmeatschool.com>

Register: <https://westernmeatschool.com>