

THE WESTERN MEAT SCHOOL

Join us online for the Western Meat School's Self-Paced Short Course

This 8-module 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>Marketing: Start with the market in mind: learn how to identify & develop new markets for meat.</p>	<p>Production: Finishing ruminants for optimal gains and quality meat: grass-finishing, pasture-finishing, and alternative feeds.</p>	<p>Handling & Harvesting: Animal handling, meat quality, and evaluating a live animal. Hoof to rail demonstration part 1.</p>	<p>Processing: Hoof to rail demonstration part 2. Basics of meat processing, carcass quality, meat science, fabrication, regulations, & how to work with your processor.</p>
<p>Processing & Packaging: Processing for specific markets, maximizing carcass value, packaging & labeling.</p>	<p>Marketing: Building your brand and educating your customers, understanding different buyer preferences for meat.</p>	<p>Costs of Production & Pricing: Learn how to determine your costs of production and develop pricing strategies for your meat products, for each market channel.</p>	<p>Optional Hog Module: Optimal breeds, forages, and finishing for high quality pork & healthy animals. Vertically integrated specialty pork producer.</p>



Non-credit | Self-Paced | Accessible Year-Round | \$150 Registration Fee
Take up to 6 months to complete the course
Includes recordings, slides, and discussion groups | Partial scholarships available

PLANNING PARTNERS



NICHE MEAT PROCESSOR
ASSISTANCE NETWORK



Oregon State University
Extension Service



REGISTER:



THE WESTERN MEAT SCHOOL

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

<https://westernmeatschool.com>

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