

Western Meat School Class & Speaker List Fall 2020 (updated 9.24.2020)

Module & Title	Learning Objectives	Confirmed Speakers
<p>Marketing #1: Start with the market in mind: Identifying & developing new markets for meat</p> <p>Date: Weds. Nov. 4th</p>	<p>-Understand what goes into a marketing plan -Market channel selection</p> <hr/> <p>-Understand the range of market opportunities for meat and value-added meat products -Learn about evolving consumer tastes and preferences for meats -Marketing innovations/opportunities in the time of COVID</p>	<p>Matthew LeRoux, Ag Consultant, NY</p> <hr/> <p>Producer Panel: Adrienne Larrew, Corner Post Meats, CO Kathryn Quanbeck, Carman Ranch, OR Dave Scott, Montana Highland Lamb, MT Christopher Lyan, Deck Family Farm, OR Manny Encinias, Trilogy Beef, NM</p>
<p>Production #1: Finishing ruminants for optimal gains and quality meat. Grass-finishing, pasture-finishing, and alternative feeds</p> <p>Date: Weds. Nov. 11th</p>	<p>-Understanding how finishing affects meat quality -Grains and alternative feed options, pros & cons</p> <hr/> <p>·Finishing ruminants on grass, pasture management for proper gains ·Learn about tools to develop a grazing plan</p>	<p>Ryan Rhoades, CSU Extension, CO</p> <hr/> <p>Jim Gerrish, American Grazing Lands Services, ID</p>
<p>Production #2: Animal handling, meat quality, and evaluating a live animal</p> <p>Date: Weds. Nov. 18th</p>	<p>·Humane handling & transport to slaughterhouse; reducing animal stress; good slaughter practices</p> <hr/> <p>-Understand carcass quality on the hoof, live beef animal evaluation ·Learn how finishing influences final meat quality -Know what a harvest-ready animal looks like</p>	<p>Lily Edwards-Callaway, CSU</p> <hr/> <p>Nathan Parker, OSU</p>
<p>Processing #1: Basics of meat processing, carcass quality, meat science, fabrication, regulations, & working with your processor</p>	<p>-Beef carcass evaluation: yield, quality, marbling, cutability, tenderness factors -A little meat science 101 -Basic beef fabrication</p>	<p>Nathan Parker, OSU</p>

<p>Date: Weds. Dec. 2nd</p>	<hr/> <ul style="list-style-type: none"> ·Understand how to identify and work with a processor ·Understand processing costs ·Understand state and federal regulations around meat sales 	<hr/> <p>Rebecca Thistlethwaite, OSU</p>
<p>Processing #2: Processing for specific markets, maximizing carcass value, packaging & labeling</p> <p>Date: Weds. Dec. 9th</p>	<ul style="list-style-type: none"> ·Understand meat cutting requirements for different market channels ·Identify popular meat cuts ·Understanding yields <hr/> <ul style="list-style-type: none"> -Maximizing carcass value -Packaging, labeling for different markets -Maintaining cold chain -Other processor thoughts on the subject 	<p>Bob Delmore, CSU, CO</p> <hr/> <p>Ben Meyer, Revel Meats, OR</p>
<p>Marketing #2: Selling meat, attracting customers, building loyalty</p> <p>Date: Weds. Dec. 16th</p>	<ul style="list-style-type: none"> ·Learn how to educate your customers on meat cuts, handling and preparation/cooking basics, pricing basics <hr/> <ul style="list-style-type: none"> -What are buyers looking for? -Logistics of working with different buyer categories, such as butcher shops, grocers, online retailers, restaurants, etc. -Pricing, formats, fresh vs. frozen, etc. -How to merchandise and sell the whole animal 	<p>Adam Danforth, Butchering Educator & Author, OR</p> <hr/> <p>Buyer Panel:</p> <ul style="list-style-type: none"> -Kate Cavanaugh, Western Daughters Butcher Shoppe, CO -Jason Stoller-Smith, Timberline Lodge, OR -Michelle Battista, Burgerville, OR -Todd Churchill from Blue Nest Beef (still confirming) -TBA from retailer
<p>Optional Hog Production Module: Optimal breeds, forages, and finishing for high quality pork & healthy animals</p> <p>Date: Flexible, depending on speakers, in Nov/Dec.</p>	<ul style="list-style-type: none"> -Optimal breeds/phenotypes for pastured pork and specialty pork -Optimal diets, forages, & finishing blends for high quality pork <hr/> <ul style="list-style-type: none"> -Pork producer experience with raising, finishing animals for meat sales -Running a vertically integrated, specialty pig operation -Marketing the whole animal 	<p>Mark Knauer, NC Extension swine specialist</p> <hr/> <p>Ken Braatan of Farm to Market Pork, MT (still confirming)</p>

<p>Optional Pricing Calculator Module:</p> <p>Date: Flexible, probably Jan. 2021</p>	<ul style="list-style-type: none">-Determine costs of production·Develop pricing strategies for your meat products, by market channel-Introduce Pricing Calculator	<p>Matt LeRoux, Ag Consultant, NY</p>
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