

Module & Title	Learning Objectives	Confirmed Speakers
<p><b>Marketing #1:</b> Start with the market in mind: Identifying &amp; developing new markets for meat</p> <p><b>Date: Weds. Nov. 4th</b>  <b>5-7:30pm PST</b>  <b>6-8:30pm MT</b></p>	<ul style="list-style-type: none"> <li>-Understand what goes into a marketing plan</li> <li>-Market channel selection</li> </ul> <hr/> <ul style="list-style-type: none"> <li>-Understand the range of market opportunities for meat and value-added meat products</li> <li>-Learn about evolving consumer tastes and preferences for meats</li> <li>-Marketing innovations/opportunities in the time of COVID</li> </ul>	<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  John Deck, Deck Family Farm, OR  Manny Encinias, Trilogly Beef, NM</p>
<p><b>Optional Hog Production Module:</b> Optimal breeds, forages, and finishing for high quality pork &amp; healthy animals</p> <p><b>Date: Tues, Nov. 10th</b>  <b>ONLINE ONLY</b>  <b>5-7:30pm PST</b>  <b>6-8:30pm MT</b></p>	<ul style="list-style-type: none"> <li>-Optimal breeds/phenotypes for pastured pork and specialty pork</li> <li>-Optimal diets, forages, &amp; finishing blends for high quality pork</li> </ul> <hr/> <ul style="list-style-type: none"> <li>-Pork producer experience with raising, finishing animals for meat sales</li> <li>-Running a vertically integrated, specialty pig operation</li> <li>-Marketing the whole animal</li> </ul>	<p>Mark Knauer, NC Extension swine specialist</p> <hr/> <p>Duayne &amp; Ken Braatan of Farm to Market Pork, MT</p>
<p><b>Production #1:</b> Finishing ruminants for optimal gains and quality meat. Grass-finishing, pasture-finishing, and alternative feeds</p> <p><b>Date: Weds. Nov. 11th</b>  <b>5-7:30pm PST</b>  <b>6-8:30pm MT</b></p>	<ul style="list-style-type: none"> <li>-Understanding how finishing affects meat quality</li> <li>-Grains and alternative feed options, pros &amp; cons</li> </ul> <hr/> <ul style="list-style-type: none"> <li>·Finishing ruminants on grass, pasture management for proper gains</li> <li>·Learn about tools to develop a grazing plan</li> </ul>	<p>Ryan Rhoades, CSU Extension, CO</p> <hr/> <p>Jim Gerrish, American Grazing Lands Services, ID</p>
<p><b>Production #2:</b> Animal handling, meat quality, and evaluating a live animal</p> <p><b>Date: Weds. Nov. 18th</b>  <b>5-7:30pm PST</b>  <b>6-8:30pm MT</b></p>	<ul style="list-style-type: none"> <li>·Humane handling &amp; transport to slaughterhouse; reducing animal stress; good slaughter practices</li> </ul> <hr/> <ul style="list-style-type: none"> <li>-Understand carcass quality on the hoof, live beef animal evaluation</li> <li>·Learn how finishing influences final meat quality</li> <li>-Know what a harvest-ready animal looks like</li> </ul>	<p>Lily Edwards-Callaway, CSU</p> <hr/> <p>Nathan Parker, OSU</p>
<p><b>Processing #1:</b> Basics of meat processing, carcass quality, meat science, fabrication, regulations, &amp; working with your processor</p> <p><b>Date: Weds. Dec. 2nd</b>  <b>5-7:30pm PST</b>  <b>6-8:30pm MT</b></p>	<ul style="list-style-type: none"> <li>-Beef carcass evaluation: yield, quality, marbling, cutability, tenderness factors</li> <li>-A little meat science 101</li> <li>-Basic beef fabrication</li> </ul> <hr/> <ul style="list-style-type: none"> <li>·Understand how to identify and work with a processor</li> <li>·Understand processing costs</li> <li>·Understand state and federal regulations around meat sales</li> </ul>	<p>Nathan Parker, OSU</p> <hr/> <p>Rebecca Thistlethwaite, OSU</p>

<p><b>Processing #2:</b> Processing for specific markets, maximizing carcass value, packaging &amp; labeling</p> <p><b>Date: Weds. Dec. 9th</b>  <b>5-7:30pm PST</b>  <b>6-8:30pm MT</b></p>	<ul style="list-style-type: none"> <li>·Understand meat cutting requirements for different market channels</li> <li>·Identify popular meat cuts</li> <li>·Understanding yields</li> </ul> <hr/> <ul style="list-style-type: none"> <li>-Maximizing carcass value</li> <li>-Packaging, labeling for different markets</li> <li>-Maintaining cold chain</li> <li>-Other processor thoughts on the subject</li> </ul>	<p>Bob Delmore, CSU, CO</p> <hr/> <p>Ben Meyer, Revel Meats, OR</p>
<p><b>Marketing #2:</b> Selling meat, attracting customers, building loyalty</p> <p><b>Date: Weds. Dec. 16th</b>  <b>5-7:30pm PST</b>  <b>6-8:30pm MT</b></p>	<ul style="list-style-type: none"> <li>·Learn how to educate your customers on meat cuts, handling and preparation/cooking basics, pricing basics</li> </ul> <hr/> <ul style="list-style-type: none"> <li>-What are buyers looking for?</li> <li>-Logistics of working with different buyer categories, such as butcher shops, grocers, online retailers, restaurants, etc.</li> <li>-Pricing, formats, fresh vs. frozen, etc.</li> <li>-How to merchandise and sell the whole animal</li> </ul>	<p>Adam Danforth, Butchering Educator, OR</p> <hr/> <p>Buyer Panel:</p> <ul style="list-style-type: none"> <li>-Kate Cavanaugh, Western Daughters Butcher Shoppe, CO</li> <li>-Jason Stoller-Smith, Timberline Lodge, OR</li> <li>-Michelle Battista, Burgerville, OR</li> <li>-Todd Churchill from Blue Nest Beef</li> <li>-Alan Lewis, Natural Grocers</li> </ul>
<p><b>Optional Meat Pricing Calculator Module:</b></p> <p><b>Date: Weds, January 6th</b>  <b>ONLINE ONLY</b>  <b>5-7pm PST</b>  <b>6-8pm MT</b></p>	<ul style="list-style-type: none"> <li>-Determine costs of production</li> <li>·Develop pricing strategies for your meat products, by market channel</li> <li>-Introduce Pricing Calculator</li> </ul>	<p>Matt LeRoux, Ag Consultant, NY</p>