

Module & Subject Matter	Learning Objectives	Speakers
<p>Modules 1-2: Marketing: Start with the market in mind: Identifying & developing new markets for meat</p>	<ul style="list-style-type: none"> -Understand what goes into a marketing plan -Market channel selection -Identifying ideal customer -Developing value proposition <hr/> <ul style="list-style-type: none"> -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>Matthew LeRoux, Ag Consultant & Cornell Cooperative Extension Specialist, 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, Trilog Beef, NM</p>
<p>Modules 3-4: Production: Finishing ruminants for optimal gains and quality meat. Grass-finishing, pasture-finishing, and alternative feeds</p>	<ul style="list-style-type: none"> -Understanding how finishing affects meat quality -Grains and alternative feed options, pros & cons <hr/> <ul style="list-style-type: none"> -Finishing ruminants on grass, pasture management for proper gains -Learn about tools to develop a grazing plan -Pasture mixes for different environs & soils 	<p>Ryan Rhoades, CSU Extension, CO</p> <hr/> <p>Jim Gerrish, American Grazing Lands Services, ID</p>
<p>Modules 5-6: Handling & Harvesting: Animal handling, meat quality, and evaluating a live animal. Hoof to rail demonstration part 1.</p>	<ul style="list-style-type: none"> -Sorting & loading infrastructure -Humane animal handling -Transportation & unloading at slaughterhouse -Reducing animal stress <hr/> <ul style="list-style-type: none"> -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 -Carcass quality & grading 	<p>Ron Gill, Stewardship & Stockmanship, TX</p> <hr/> <p>Nathan Parker, OSU Matthew Kennedy, OSU</p>
<p>Modules 7-8: Processing: Hoof to rail demonstration part 2. Basics of meat processing, carcass quality, meat science, fabrication, regulations, & working with your processor.</p>	<ul style="list-style-type: none"> -Beef carcass evaluation: yield, quality, marbling, cutability, tenderness factors -A little meat science 101 -Basic beef fabrication <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 	<p>Nathan Parker, OSU</p> <hr/> <p>Rebecca Thistlethwaite, OSU</p>
<p>Modules 9-10: Processing & Packaging: Processing for specific markets, maximizing</p>	<ul style="list-style-type: none"> -Understand meat cutting requirements for different market channels -Identify popular meat cuts 	<p>Bob Delmore, CSU, CO</p>

<p>carcass value, packaging & labeling</p>	<ul style="list-style-type: none"> ·Understanding yields -Maximizing carcass value <hr/> <ul style="list-style-type: none"> -Marketing the whole animal -Packaging, labeling for different markets -Maintaining cold chain -Other processor perspectives 	<hr/> <p>Ben Meyer, Revel Meats, OR</p>
<p>Modules 11-13: Marketing & Pricing: attracting & retaining customers, meat buyer preferences, pricing for success</p>	<ul style="list-style-type: none"> ·Using social media to create relationships with customers (& build loyalty) <hr/> <ul style="list-style-type: none"> -Understand the perspectives of diverse meat buyers -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 <hr/> <ul style="list-style-type: none"> -Determine costs of production -Develop pricing strategies for your meat products, by market channel -Introduce Pricing Calculator -Enhance profitability 	<p>Dahlia Dill, Chandler Pond Farm, VT</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 -Alan Lewis, Natural Grocers <hr/> <p>Matthew LeRoux, Ag Consultant & Cornell Cooperative Extension Specialist, NY</p>
<p>Module 14: Optional Hog Production Module: Optimal breeds, forages, and finishing for high quality pork & healthy animals. Model of a vertically integrated small niche pork producer</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>Duayne & Ken Braatan of Farm to Market Pork, MT</p>