



**University of California ~ Cooperative Extension
Sutter/Yuba/ Butte Counties**

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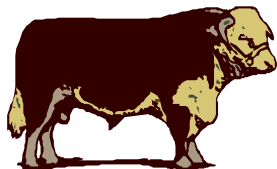
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Herd 'Round the Range

February 2005



2005 NICHE MEAT MARKETING CONFERENCE MARCH 17-19, CHICO STATE FARM, CSU, CHICO, CA

Animal producers interested in niche marketing have an excellent chance to learn more about this different way of marketing animal products. UC Cooperative Extension and the faculty of CSU, Chico College of Agriculture are hosting a "Niche Meat Marketing Conference". The goal of this three-day conference is to provide producers with introductions and examples of how to create a niche market for their cattle, sheep and goats.

March 17th – Processing your Grassfed Beef

March 18th – Niche Marketing of Meat Products Conference

March 19th – Processing Your Lamb

COST: March 17th - \$20 per person (\$30 if postmarked after March 7th) – Limit of 40 participants

March 18th - \$50 per person (\$60 if postmarked after March 7th)

March 19th - \$20 per person (\$30 if postmarked after March 7th) – Limit of 40 participants

Registration includes: Parking, Lunch, and Handouts

AGENDA – MARCH 17TH - PROCESSING YOUR GRASSFED BEEF – LIMIT OF 40 PARTICIPANTS

LOCATION: CSU MEATS LABORATORY, INSTRUCTOR: JIM HOLT

DURING THE COURSE, YOU WILL WORK HANDS-ON WITH GRASSFED BEEF CARCASSES AND SEE OTHER PROCESSING AND MARKETING METHODS.

THE FOLLOWING TOPICS WILL BE COVERED DURING THE DAYLONG COURSE (9:00 AM – 4:00 PM)

- DIFFERENT WAYS TO BREAK A CARCASS
- IDENTIFICATION AND DISCUSSION ON DIFFERENT CUTS AND THE WAY THEY CAN BE MARKETED
- DEVELOPMENT OF VALUE-ADDED PRODUCTS SUCH AS BEEF STICK, JERKY, AND SAUSAGE
- PRICING ON A RETAIL BASIS
- CONDUCTING WARNER-BRATZLER SHEAR FORCE TESTS
- DETERMINING NUTRITIONAL PROFILES OF GRASSFED BEEF

AGENDA – MARCH 18TH - NICHE MEAT MARKETING CONFERENCE

LOCATION: CHICO STATE FARM, CSU, CHICO

8:30 AM – 9:00 REGISTRATION CHECK-IN AND REFRESHMENTS

9:00 AM – 10:15 WELCOME – *Charles Crabb, Dean of Chico State College of Agriculture*

- OVERVIEW OF USDA LABELING REQUIREMENTS – *Tammie Myrick, USDA Labeling and Consumer Protection Department and a Private Label Expeditor*
- SEAM MUSCLE CUTTING AND ALTERNATIVE WAYS TO PRESENT THE CARCASS – *Chris Calkins, University of Nebraska*

10:15 – 10:30 BREAK

10:30 – Noon -TWO CONCURRENT SESSIONS (BEEF OR SHEEP)

Beef

- AMERICAN GRASSFED ASSOCIATION OVERVIEW – *Carrie Balkcom, Executive Director, American Grassfed Association*
- UPDATE ON PROPOSED WINTERS PROCESSING FACILITY – *Morgan Doran, UCCE Farm Advisor*
- BUSINESS STRUCTURES FOR NICHE MEAT MARKETING – *Lauren Gwin, UC Berkeley*

Sheep

- DEFINING CONSUMERS AND YOUR PRODUCT – *Stephanie Larson, UCCE Farm Advisor*
- MEAT MARKETING LAWS INCLUDING USDA AND STATE INSPECTION FOR HARVEST AND PROCESSING – *John Harper, UCCE Farm Advisor*
- OFFAL DISPOSAL – *Morgan Doran, UCCE Farm Advisor*
- PANEL PRESENTATION ON PROTOCOLS AND STANDARDS
 - *Jeanne McCormack – McCormack Ranch*
 - *Bruce Campbell – CK Lamb*
 - *Stephanie Larson – Marin/Sonoma County Protocol*

NOON – 1:00 PM - LUNCH PROVIDED AS A PART OF THE REGISTRATION COSTS

1:00 PM– 4:00 - 7 CONCURRENT SESSIONS (PICK 3 TO ATTEND)

- COOKING GRASSFED MEAT - *Carrie Balkcom, Executive Director, American Grassfed Association*
- SEAM MUSCLE CUTTING - *Chris Calkins, University of Nebraska*
- DEVELOPING YOUR LABEL FOR USDA - *Tammie Myrick, USDA Labeling and Consumer Protection Department*
- BUSINESS STRATEGIES FOR MARKETING NICHE MEATS – *Lauren Gwin, UC Berkeley*
- CALIFORNIA’S MOBILE ABATTOIR DEMONSTRATION – *George Work*
- GETTING YOUR LIVESTOCK OPERATION CERTIFIED ORGANIC – *John McKeon, California Certified Organic Farmers*

- WHAT RETAIL BUSINESSES ARE LOOKING FOR IN A NICHE MEAT PRODUCTS AND A CHANCE TO MAKE CONTACT WITH POTENTIAL BUYERS. – *Sacramento Natural Foods (watch for updates as other businesses are confirmed)*

MEAT TASTING SURVEY AND DINNER - \$5 PER PERSON COLLECTED AT THE DOOR ON MARCH 18TH
5:30 PM - Taste three different meats (goat, grassfed lamb and grain-fed lamb) and submit your survey results

AGENDA – MARCH 19TH - PROCESSING YOUR LAMB – LIMIT OF 40 PARTICIPANTS
LOCATION: CSU MEATS LABORATORY, INSTRUCTOR: JIM HOLT

DURING THE COURSE, YOU WILL WORK HANDS-ON WITH A LAMB CARCASS

THE FOLLOWING TOPICS WILL BE COVERED DURING THE DAYLONG COURSE (9:00 AM – 4:00 PM)

- DIFFERENT WAYS TO BREAK A CARCASS AND CARCASS UNIFORMITY
- IDENTIFICATION AND DISCUSSION ON DIFFERENT CUTS AND THE WAY THEY CAN BE MARKETED
- MEAT PROCESSING 101 – EVERYTHING YOU WANTED TO KNOW ABOUT PROCESSING, DRY AGING, AND VALUE-ADDED PRODUCTS – *Speaker: Tom Ringkob, UN-Reno*
- PRICING ON A RETAIL BASIS
- DETERMINE HEALTHFUL CONSTITUENTS
- INFLUENCE OF BREED, AGE, SIZE OF CARCASS, AND FAT CONTENT

A three day itinerary and pre-registration forms are available online at <http://ceplacer.ucdavis.edu/>. For more information call Glenn Nader (530) 822-7515 or Roger Ingram at (530) 889-7390.

**2005 Niche Markets for Meat Products
Conference Pre-Registration Form**

**Please enclose a check to UC-Regents with the registration form. Mail completed form and check to:
Roger Ingram, Niche Markets Conference, 11477 E, Ave, Auburn, CA 95603.**

Name _____ Address _____

City _____ State _____ Zip _____ Tel: _____

E:mail _____

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Total Amount Enclosed \$ _____

Will you attend the Friday night meat tasting and dinner? The charge will be \$5 per person and will be collected March 18th at the dinner. Yes No

SELLING MEAT AND MEAT PRODUCTS

Many ranchers are selling animals off the ranch and are interested in the latest information on state and federal regulations on the matter. A new publication is by Linda Harris, Cooperative Extension Specialist in Microbial Food Safety covers many of the important answers on the regulation of marketing animals direct to the consumer. It is available on the web at <http://anrcatalog.ucdavis.edu/pdf/8146.pdf>

It covers the following topics:

- Selling Carcasses
- Selling Meat Products
- Slaughtering and Processing Exotic Species
- Related Websites

GLENN NADER
UC FARM ADVISOR