

# **California Niche Meat Conference III**

## **March 17-19**

### **Calif. State Univ, Chico Farm**

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 host a “Niche Meat Marketing Conference” on March 17<sup>th</sup>, 18<sup>th</sup>, and 19<sup>th</sup>. The goal of this three-day conference is to provide producers with introductions and examples of how to create a niche market for your own cattle, sheep and goats.

Thursday March 17<sup>th</sup> kicks off the conference with a day devoted to processing grass fed beef. Jim Holt of CSU, Chico will provide an opportunity for hands on experience in the meats lab. Jim will cover topics such as different ways to break a carcass, identification and discussion on different cuts and their marketing strategies, and developing value-added products. Thursday’s itinerary will also cover pricing on a retail basis, conducting Warner-Bratzler shear force tests for tenderness, and determining nutritional profiles of grass fed beef.

Friday’s program starts off at 8:30 with check-in and refreshments. Participants have the unique opportunity to hear an Overview of USDA Labeling Requirements from Tammie Myrick, USDA Labeling and Consumer Protection Department and a Private Label Expeditor from Washington D.C. and “Seam Muscle Cutting and Alternative Ways to Present The Carcass” by Chris Calkins of the University of Nebraska. In mid morning, the group will split in half for two concurrent sessions of beef and sheep. These sessions will provide more species specific insights in necessary marketing procedures. Upon the conclusion of these sessions, lunch will be provided as part of the registration costs. Lunch is followed by the opportunity to participate in seven different hands on workshops including: cooking grass fed beef, developing labels for USDA, business strategies, a mobile abattoir demonstration, becoming certified organic, and an opportunity to meet with niche meat product retailers. Friday’s conclusion is an optional meat survey dinner at 6:30 for only \$5. Participants will be able to try grain and grass fed lamb and goat meat.

Saturday’s program will be similar to Thursdays, except that the processing of lamb instead of beef will be covered. Registration costs before March 7<sup>th</sup> are: Thursday March 17<sup>th</sup>- \$20, Friday March 18<sup>th</sup>-\$50, and Saturday March 19<sup>th</sup>-\$20. Registration costs after the 7<sup>th</sup> of March are \$30, \$60, and \$30, respectively. 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.