Friday
TRACK 1
It’s A Meat Market  
12:30 PM-1:30 PM—Registration  
1:30 PM-3:00 PM—Meat Mathematics  
Matt LeRoux, Betsy Hodge, and Ron Kuck  
Participants will calculate actual costs of raising, slaughtering, and selling animal. Participants will learn how local and commercial meat production differ, resulting in different carbon footprints, transportation, costs, and prices.

15 Minute Break

Friday
TRACK 2
Reasons to Give a Ham
12:30 PM-1:30 PM—Registration
1:30 PM-3:00PM—Playing it Safe  
Courtney Schermerhorn and MacKenzie Waro  
Participants will learn about laws and regulations regarding safe marketing and handling practices. Come through the confusing array of labels and certifications such as USDA Organic, Natural, Grass-Fed, Certified Humane, and more!

15 Minute Break

3:15 PM-4:10 PM—Know Your Worth  
Matt LeRoux  
Participants will learn how farmers can advertise and how consumers can find local meat using Meatsuite.com. Learn about the Finger Lakes Meat Locker developed for consumers to store local bulk meat. Participants will also review a calculator developed by Matt LeRoux to help meat producers price their products correctly.

3:15-4:10 PM—Social Meatia, Branding, and Marketing  
Steve Ledoux  
Producers and consumers will get the chance to learn about the importance of using social media, managing farm presence, and telling your own story.

4:10-6:00 PM — Tradeshow  
Participants will have a chance to network, talk to tradeshow vendors, check-in to hotel rooms, relax, and participate in a wine and charcuterie pairing!

6:00 PM The Main Course: Dinner and Keynote Speaker Jessica Ziehm  
Executive Director of NY Animal Agriculture Alliance

7:30 PM Making Links  
Participants will be able to network.
Saturday

TRACK 3
Making the Cut: The Steaks Have Never Been Higher

8:15-9:00 AM Registration

9:00-9:15 AM—Meating Expectations
Ron Kuck and/or Kathleen Harris
Participants will receive an introduction of USDA cattle grading, improving health, feed lot success, and customer satisfaction.

9:15-9:45 AM—Know Your Cuts
MacKenzie Waro
Participants will have the opportunity to learn different meat cuts such as primal and retail cuts.

9:45-11:00 AM—Cleaver Cutting
Jordan Brandt and Ben Ferguson
Local meat processor and butcher Jordan Brandt will demonstrate the break-down of an animal and different cuts.

30 Minute Break—Tradeshow

11:30 AM-12:15 PM—What’s the Process
Kathleen Harris and MacKenzie Waro
Participants will learn how to work with your processor to get the right cut and maximum quality to fit their needs.

12:30-1:30 PM—Marvelous Meat Marketers
Jordan Brandt, Steve Ledoux, Kathleen Harris, and Courtney Schermerhorn
Producers and consumers will get an opportunity to listen to different marketing schemes, regarding the many options local meats are made available. Different marketing topics will include retail, Community Supported Agriculture, value added, wholesale, and institutional marketing.

Directions to the Ramada Inn
• Take Exit 45 off I-81
• Travel West on NYS Route 3, Arsenal St.
• Travel approximately 300 yards
• Ramada Inn is on the left

For more information, contact:
kaitlyn.lawrence@cornell.edu
Cornell Cooperative Extension of Jefferson County
203 North Hamilton St.
Watertown, NY 13601
315-788-8450

Cornell Cooperative Extension is an employer and educator recognized for valuing AA/EEO, Protected Veterans, and Individuals with Disabilities and provides equal program and employment opportunities.