

# Making Links: Producers “Meat” Consumers

Cornell Cooperative Extension  
presents:

## 2016 Northeast Livestock Conference

### *Making Links: Producers “Meat” Consumers*

Farmers and consumers are invited to attend the two-day conference to improve the production quality and market for locally produced meats. Topics such as marketing, cost of production, product pricing, processing, and more will be covered.

Friday evening will feature a locally sourced dinner and presentation by keynote speaker  
**Jessica Ziehm,**  
**Executive Director of the  
New York Animal Agriculture Coalition.**

**“Animal Welfare is not Rare,  
It’s Well Done!”**

Participants will also be able to enjoy a tradeshow, including local agricultural vendors, networking, wine pairing, and charcuterie!

This conference is based upon work that is supported by the National Institute of Food and Agriculture, U.S. Department of Agriculture, under award number 14-LFPPX-NY-0128, Local Foods Promotion Program.

### 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**

**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.

**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.

### Friday

#### TRACK 2

##### Reasons to Give a Hamn

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**

**3:15-4:10 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.

Registration

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

I am a Producer  Consumer

I will be attending only:  Nov. 11-\$40.00  Nov. 12-\$40.00

I will be attending both days:  Nov. 11 & 12 -\$60.00

Enclosed is a check for \$ \_\_\_\_\_ made payable to: CCE of Jefferson County, 203 North Hamilton Street, Watertown, NY 13601



Registration

OR

Register online at:

<https://reg.cce.cornell.edu/LivestockConference222>



**Featured speaker:**  
**Jessica Ziehm,**  
**Executive Director**  
**NY Animal Agriculture Alliance**

**Other speakers:**

**Matt LeRoux:** Ag Marketing Specialist, CCE  
Tompkins County

**Kathleen Harris:** Marketing & Processing  
Coordinator at Northeast Livestock  
Processing Service Company

**MacKenzie Waro:** Harvest NY Livestock  
Processing and Marketing Specialist

**Steve Ledoux:** Owner of Adirondack Beef  
Company, Croghan, NY; Sales Account  
Manager at AgroLiquid Fertilizers

**Courtney Schermerhorn:** Site Manager  
for Midway International, LLC, Watertown,  
NY

**Betsy Hodge:** Livestock Educator, CCE St.  
Lawrence County

**Ron Kuck:** Dairy and Livestock Educator,  
CCE Jefferson County

**Jordan Brandt:** Owner of Red Barn Meats  
Inc., Croghan, NY

## 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.

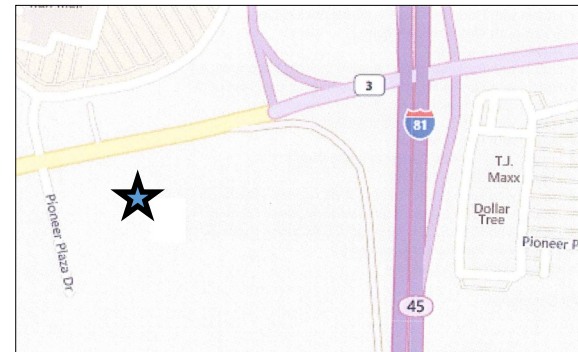
**12:30-1:30 PM—Marvelous Meat Marketers**

**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:

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Cornell Cooperative Extension  
of Jefferson County  
203 North Hamilton St.  
Watertown, NY 13601  
315-788-8450  
[kml264@cornell.edu](mailto:kml264@cornell.edu)

- OR -

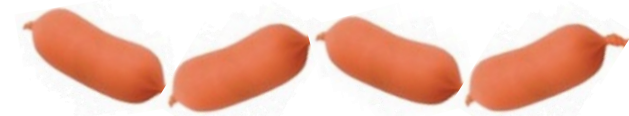
visit [www.ccejefferson.org](http://www.ccejefferson.org)



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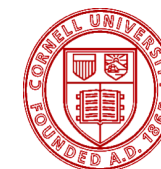
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## Ramada Inn, Watertown NY

**November 11, 2016**  
**12:30 p.m. - 7:30 p.m.**

**November 12, 2016**  
**8:15 a.m. - 1:30 p.m.**



**Cornell University**  
Cooperative Extension  
Jefferson County