Profitable Meat Marketing!
You are selling local meat—but are you making money?

Join Ag. Marketing Specialist Matt LeRoux at a Profitable Meat Marketing workshop near you to find out if you are covering all your meat marketing costs—including your TIME—and bringing in a profit.

In the workshop, you will learn how to develop your farm’s marketing strategy and how to set specific marketing objectives to make your job easier. In addition to marketing tips, you’ll learn about Cornell Cooperative Extension’s NEW Meat Price Calculator. The calculator uses your farm’s data to develop pricing for meat sold by the hanging weight or by the cut. It accounts for processing and marketing costs, allows you to build in a profit, then lets you adjust the pricing of each cut until you reach your goal. Finally, you will learn more about navigating the MeatSuite, a free website to help your farm reach consumers seeking local meat in bulk.

To get the most out of the workshop, producers should prepare in advance...

In the weeks before the workshop, when you bring animals for processing, choose one animal that you feel is a good representative of your herd and keep track of basic data for that animal. During the workshop, you will have the opportunity to enter the data from this one “typical head” into the Meat Price Calculator. For that one animal keep track of the following records and bring them to the workshop with you:

1. Approximate mileage and time spent shipping the animal to the processor and picking up the meat.

2. The invoice from your processor. This should include: the hot carcass weight (HCW), also called hanging weight, the kill fee, and the cut & wrap rate. The invoice should also show the weights and rates for any additional processing that you have done, such as smoking or making hot dogs. If processing many animals at once, ask your processor to track one separately.

3. When you retrieve the meat from the processor, keep that animal separate and weigh out all the cuts. Producers can use the attached form to record this information. Note: Some processors can provide this information to you upon request!

4. Bring a list of your current pricing for the channel (farmers market, restaurants, freezer trade, etc...) for which you wish to develop or adjust pricing.

Workshops will be held at local CCE offices or other specified locations during the upcoming winter months. Dates and locations are as follows!
• **Thurs., Nov. 10, 5:30-8:30 at CCE-Essex Co.,** 3 Sisco St., Westport, NY. Register: Laurie Davis, (518) 962-4810 x404 or lsd22@cornell.edu by Mon., Nov. 7.

• **Fri., Nov. 11, at the Northeast Livestock Conference**, Ramada Inn, 21000 NYS Route 3, Watertown, NY Register for the conference online at https://reg.cce.cornell.edu/LivestockConference_222

• **Mon. Nov. 14, 6:00-9:00, at White Eagle Conference Center**, 2910 Lake Moraine Rd., Hamilton, NY. Register: Marylynn Collins, mrm7@cornell.edu by Fri., Nov. 11.

• **Tues., Dec. 6, 5:30-8:30, at CCE-Broome Co.,** 840 Upper Front St., Binghamton, NY. Register: Laura Biasillo, (607) 584-5007 or lw257@cornell.edu by Fri., Dec. 2.

• **Thurs., Dec. 8, 6:00-9:00, at CCE-Yates Co.,** 417 Liberty St., Penn Yan, NY. Register: https://apps.cce.cornell.edu/event_registration/main/events_landing.cfm?event=ProfitableMeatMarketing_257 or (315) 536-5123 by Mon., Dec. 5.

• **Wed., Dec. 14, 6:00-9:00, at CCE-Chautauqua Co.,** 3542 Turner Rd., Jamestown, NY. Register: Lisa Kempesty, (716) 664-9502 or ljk4@cornell.edu by Mon., Dec. 12.

• **Thurs., Dec. 15, 6:00-9:00, at CCE-Wyoming Co.,** Ag. & Business Center, 36 Center St., Warsaw, NY. Register: Zach Amey at zta3@cornell.edu or (585) 786-2251 by Mon., Dec. 12.

• **Wed., Jan. 11, 6:00-9:00, at CCE-Columbia Co.,** 479 NY Route 66, Hudson, NY. Register: Tove Ford, (518) 765-3518 or tff24@cornell.edu by Mon., Jan 9th

• **Thurs., Jan. 12, 6:00-9:00, at CCE-Washington Co.,** 415 Lower Main St., Hudson Falls, NY. Register: Tove Ford, (518) 765-3518 or tff24@cornell.edu by Mon., Jan 9th

• **Thurs., Jan 19, 5:30-8:30, at CCE-Cayuga.,** 248 Grant Ave., Auburn, NY. Register at http://blogs.cornell.edu/ccecauyaga or to ilw24@cornell.edu 315-255-1183 ext. 234 by Thurs., Jan 12