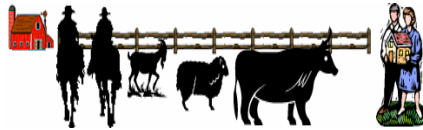


# Niche Markets for Meat Products Short Course

March 13-14 , 2003

University of California,  
Davis



**Sponsored by:**

**UC Center for Cooperatives  
UC Cooperative Extension  
USDA Rural Development  
High Sierra Resource & Development  
Council**

## ABOUT THE SHORT COURSE

The Niche Markets for Meat Products Short Course is focused on providing livestock producers with relevant and practical information on niche markets.

## AFTER COMPLETING THE SHORT COURSE, YOU WILL:

- 1 . Understand current market trends of natural, grassfed, and organic meats from both production and consumer viewpoints.
- 2 . Possess first-hand knowledge of USDA inspection requirements, food safety and progress on the construction of a mobile livestock processor being built in California.
- 3 . Understand the considerations for labeling, packaging, storage, and distribution of your product.
- 4 . Have increased awareness of ways to add value to low-end cuts, develop new products, meet expectations of buyers, and sell product at farmers markets, and through wholesalers and the Internet.
- 5 . Gain knowledge from cattle, sheep, and goat producers currently involved in marketing meat products.
- 6 . Be aware of alternative business structures possible for marketing niche meat products.
- 7 . Have toured a USDA slaughter facility and learn to grade carcasses.
- 8 . Understand the importance of doing feasibility and business plans.



## SPEAKERS

1. **Lee Arst**, CEO—1994-2001, Coleman Natural Products
2. **Bruce Berven**, California Beef Council
3. **Linda Harris**, UC-Davis Food Safety
4. **George Work**, Monterey County Rancher
5. **Ernie Phinney**, Western Grassland Beef
6. **Jim Rickart**, Prather Ranch
7. **Mark Duncan**, Nugget Market
8. **Richard Hirshen**, Sierra Nevada Brewery
9. **Joe Morris**, San Benito County Rancher
10. **Carolyn Carey**, Western Ranchers Beef
11. **Jeanne McCormack**, Solano County Sheep Producer
12. **An Peischel**, Butte County Goat Producer
13. **Dan Sehnert**, UC-Davis Animal Science
14. **Dan Macon**, High Sierra Resource Conservation and Development Council
15. **Roger Ingram**, UC Farm Advisor
16. **Shermain Hardesty**, Center for Cooperatives, UC

### GENERAL INFORMATION

#### Dates and Times:

Thursday March 13, 9AM-9PM  
Friday, March 14, 8:30AM-1PM, followed by optional tour

#### Location:

Thursday, MUII, Memorial Union, UC Davis  
Friday, Cole Facility, UC Davis

**Parking passes, directions and lodging information will be sent with your registration confirmation.**

## FOR MORE INFORMATION, CONTACT

Roger Ingram at: (530) 889-7385

[rsingram@ucdavis.edu](mailto:rsingram@ucdavis.edu), [ceplacervevada.ucdavis.edu](http://ceplacervevada.ucdavis.edu)

follow the link to Livestock and Natural Resources and then to Niche Market for Meat Products

## AGENDA TOPICS

### Thursday, March 13

#### Market Trends

Who is doing what in marketing grassfed, organic, and direct marketing livestock products. What are the trends? Consumer demographics and preferences.

#### Food Safety, Inspection and Handling

USDA requirements. Food safety and handling issues. Update on the construction of a mobile livestock processor.

#### Adding Value to Your Product

Challenges in marketing the entire carcass. Retail, restaurant, farmers markets and internet marketing.

#### Labeling, Packaging, Storage, and Distribution Requirements

Getting a label. Fresh versus frozen packaging requirements. Refrigeration during storage and transportation. Preventing contamination. Insurance requirements. Maximizing shelf life.

#### Producer Panel

Experiences of current niche beef, sheep and goat producer/marketers.

#### Dinner speaker—"The Coleman Beef Story"

**Lee Arst**, CEO--1994-2001, Coleman Natural Products

### Friday, March 14

#### Tour of UC Davis USDA Slaughter Facility

Carcass characteristics. How to grade a carcass. Grade your own beef.

#### Feasibility and Business Plans

Why do you need them? Where to get help and how to get started?

#### Where Do We Go From Here?

Facilitated group discussion.

**Tour of Commercial Slaughter Facility** (Optional)

## Registration Form

Please enclose a check for **\$85.00** \* made out to **UC Regents** with registration form.

Mail completed form and check to:

**Niche Market Short Course  
Center for Cooperatives  
University of California  
Davis CA 95616**

*\*After 03/03/03, the registration fee is \$100.00.*

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

**Course fee includes course materials, parking, 2 lunches and dinner.**

**A list of lodging options will be included in your package.**

**Enrollment will be handled on a first come, first served basis.**