Direct Marketing Strategies for Meat Producers

Booming consumer demand for locally-grown food is creating opportunity for direct marketing meat, including meat CSAs and collaborative marketing with other producers. These two workshops are the first in a series of four that will explore these opportunities. We will also introduce a project that will provide business planning and technical assistance to producers interested in starting a new collaborative meat marketing venture.

Meat CSA & Collaborative Marketing Models
Saturday October 12, 2013, 9am - 3 pm
WNC Fallon Campus, 160 Campus Way
$35 Early Bird Registration  ($45 after October 5)
Includes lunch

WHAT WILL YOU LEARN?
• Meat CSA and collaborative meat marketing models that are working in our region
• Strategies for marketing the lower cuts
• Consumer preferences for locally-grown meat and meat CSA models
• How you can get involved in a new collaborative marketing model

Business & Legal Strategies for Successful Collaborative Meat Marketing
Saturday November 16, 2013, 9am - 3 pm
WNC Carson City Campus, 2201 W. College Parkway, Reynolds Bldg
$35 Early Bird Registration ($45 after November 9)
Includes Lunch

WHAT WILL YOU LEARN?
• How marketing cooperatives and collaborative models work
• Profiles of business and legal structures in Nevada
• Types of liability insurance direct marketers of meat should have

FEATURED SPEAKERS:
♦ Karin Sinclair, Sierra Foothill Producers ♦ Wendy Baroli, Girlfarm
♦ George Kleeb, Small Business Development Center ♦ Luis Sierra, California Center for Cooperative Development

Online registration and more information available at www.wnc.edu/sci
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National Institute of Food and Agriculture