



Making Links—Connecting with Local Meat Producers

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Are you looking for an opportunity to network with meat producers and consumers? Cornell Cooperative Extension of Jefferson County is hosting a 2016 Northeast Livestock Conference—Making Links: Producers “Meat” Consumers on Friday, November 11, and Saturday, November 12, as part of the Local Foods Promotion Program. The two-day conference will provide information on production quality and marketing for locally produced meats. If you are a meat producer that would like the opportunity to learn how to calculate costs of raising, slaughtering and selling animals, or a consumer interested in where you can find more local meat, make sure to save the dates!

Friday evening will include a locally sourced meal followed by Keynote Speaker Jessica Ziehm, executive director of NY Animal Agriculture Alliance, who will be discussing animal welfare. This conference will include a broad spectrum of educational workshops such as Social Meatia, Branding and Marketing, Meat Mathematics, Cleaver Cutting, and Meating Expectations. Conference attendees will also have the opportunity to talk with local vendors, participate in a wine and charcuterie pairing, and network during our tradeshow. Saturday, November 12, will be a whole day designated towards the production of quality meat, including live grading, choosing individual cuts, a meat cutting demonstration, discussion on how to work with consumers, and a panel describing marketing methods.

With increasing demand for greater production and availability of locally sourced meat, this unique conference will be the start of developing a sound foundation for a strong local protein market. To register for the conference or to see the full brochure please visit our website at www.ccejefferson.org and click on the Local Foods tab. The conference is based upon work that is supported by the National Institute of Food and Agriculture, under award number 14-LFPPX-NY-0128.

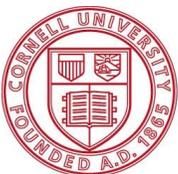


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