



2007 Niche Meat Marketing Conference March 20-21 Chico State Farm – Chico, CA

January 2007

Volume 1, Number 1

Cost

- \$70 (includes 2 lunches, 1 dinner, & proceedings)
- Must Pre-Register by March 12th
- After March 12th, cost is \$80
- One day Registration Fee is \$50 if pre-registered by March 12
- After March 12, the cost is \$60

March 20

- Keynote Speech
- Success Story Panel
- Processing
- Pork Niche Marketing
- Lamb Marketing Survey
- Meat Goat Cost Study
- Meat Goat Panel

March 21

- Pet Food Market
- Liability Insurance
- Marketing Panel
- 3rd Party Certification Panel
- Getting Certified Organic
- Ultrasound and Carcass Quality
- USDA Label Experiences

Register Today to Take Advantage of the Pre-Registration Fee of \$70!

This year's conference features presentations and group activities on processing, organic production, meat goats, sheep, and pet food. A marketing panel will be featured with Chico Natural Foods and Dan Neuerburg, Meat Coordinator for Whole Foods' Northern California & Pacific North West Regions. A panel on 3rd party certification will help you learn more about these programs.

Informative sessions on liability insurance and the used of ultrasound will held. In addition, a success stories panel will be held to identify common themes of success and how challenges will be met. Finally, Chico State will share their experiences in getting a label approved through USDA. See the schedule below for details. The \$70 registration fee includes two lunches, one dinner and proceedings.

Send your form in today!

Keynote Speaker: Paul Willis, Niman Ranch Pork

Paul Willis is the manager for Niman Ranch Pork. He first became involved 1996, when he started selling 30 pigs per month to Niman Ranch. By 1998, Niman Ranch Pork was formed as demand had outstripped Paul's supply. Today, over 300,000 head is provided by 440 farmers. Participating farmers are paid a premium based on carcass quality. Product is available all year. They have 3rd party certification through the Animal Welfare Institute.

Paul will discuss the origins of Niman Ranch Pork, how it has grown, and challenges for the future. His experiences will apply to all beef, sheep and pork niche marketers.

Directions:

<http://ucce.ucdavis.edu/files/filelibrary/1808/17998.pdf>

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Link to Niche Market
Web page
For more information, click
the web link above

Contact Us

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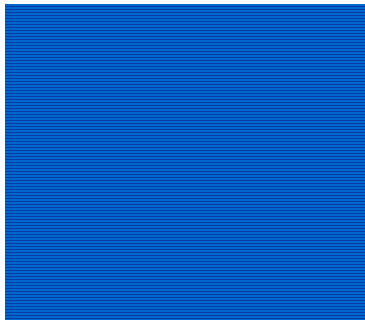
Conference Agenda – Chico State Farm, Chico, CA

March 20

Time	Workshop Title	Speaker
8:30-9:30 AM	Registration Sign-In	
9:30 AM – 10:45	Welcome and Overview Building Niman Ranch from Scratch	Roger Ingram Paul Willis, Niman Ranch Pork
10:45 – 11:00	Break	
11:00 – Noon	Success Stories Panel	
Noon – 12:45 PM	Lunch	
1:00 – 2:00 PM Processing	Processing Survey Results Mobil Processor Update North Coast Meats Update	Morgan Doran Roger Ingram Sam Goldberger, John Harper
1:00 – 2:00 PM Pork	Getting Started with Niche Marketing of Pork	Paul Willis, Niman Ranch Pork
2:00 – 3:15 PM	Processor Panel	Dick Gaiser, Rawhide Meat CDFA Meat & Poultry Inspection
2:00 – 3:15 PM	Northern California Lamb Producers LLC Update Meat Goat Cost Study Meat Goat Panel	
3:00 – 3:15 PM	Break	
3:15 – 5:00 PM	Processor Issues Group Activity	
3:15 – 4:15 PM	Marketing at Farmer's Markets Buyers Clubs and Meat CSA's	Dan Macon Roger Ingram
4:15 – 5:00 PM	Group discussions on Processing	Sheep, Goat, Pork Marketing Issues Group Activity
5:15 – 6:15 PM	Refreshments	
6:15 PM	Dinner	
7:00 – 7:45	Dinner Speaker	

March 21

Time	Workshop Title	Speaker
8:00-8:30 AM	Liability Insurance	Glenn Nader
8:30 – 9:15 AM	Opportunities in Pet Food	Tom Ringkob, UN-Reno
9:15 – 10:30 AM	Marketing Panel	Chico Natural Foods Dan Neuerburg, Whole Foods Market Shermain Hardesty, UC Center for Cooperatives
9:15 – 10:10 AM	Getting Certified Organic	Lori Carrion, Panorama Meats Mary and James Rickart, Prather Ranch
10:10 – 10:30 AM	Ultrasound as a Predictor for Carcass Results	Josh Davy
10:30 – 10:45 AM	Break	



10:45 – 11:45 AM	3 rd Party Certification	Kerry Martin, Predator Friendly Scott Exo, Executive Director, Food Alliance
11:45 – 12:15 AM	Experiences in Getting a USDA Label	Cindy Daley, CSU
12:15 – 1:00 PM	Lunch	

2006 Niche Markets for Meat Products Conference Pre-Registration Form

Please enclose a check to UC-Regents with the registration form. Mail completed form and check to:

Roger Ingram, Niche Markets Conference, 11477 E. Ave, Auburn, CA 95603.

Name _____

Address _____

City _____ State _____ Zip _____

Telephone _____ email _____

March 21-22 - \$70 per person (\$80 if postmarked after March 13th) _____

One day registration - \$50 per person (\$60 if postmarked after March 13th) _____

Total Amount Enclosed _____

United State Department of Agriculture, University of California, Placer and Nevada Counties cooperating. Please contact our office 72 hours in advance of the event to request accommodations for persons with disabilities. The University of California prohibits discrimination against or harassment of any person on the basis of race, color, national origin, religion, sex, physical or mental disability, medical condition (cancer-related or genetic characteristics), ancestry, marital status, age, sexual orientation, citizenship, or status as a covered veteran (special disabled veteran, Vietnam-era veteran or any other veteran who served on active duty during a war or in a campaign or expedition for which a campaign badge has been authorized). University Policy is intended to be consistent with the provisions of applicable State and Federal laws. Inquiries regarding the University's nondiscrimination policies may be directed to the Affirmative Action/Staff Personnel Services Director, University of California, Agriculture and Natural Resources, 300 Lakeside Dr., 6th Floor, Oakland, CA 94612-3550 (510) 987-0096.

Directions to University Farm

From the South on 99

- Take first Chico exit- Park Ave
- Go west, back over the freeway to the third stoplight -Turn left on Midway
- Take the first right off of Midway - Hegan Lane, by a cemetery
- Go approximately one mile, over railroad tracks, on left farm begins
- Follow signs to Pavilion

From the North on 99

- Take the last Chico exit - Park Ave
- Stay to the right when exiting and follow the directions above

From I-5

- Take the Hwy 32 exit in Orland
- Follow Hwy 32 through Hamilton City and into Chico
- Hwy 32 will curve around to the left, stay to the right which becomes Dayton Road
- Hegan Lane will be on the left, across from Almond Tree Farms
- Go a couple of miles and the farm is on the right

