



2006 Niche Meat Marketing Conference March 21-22 Chico State Farm – Chico, CA

February 2006

Volume 1, Number 1

Cost

- \$70 (includes 2 lunches, 1 dinner, & proceedings)
- Must Pre-Register by March 13th
- After March 13th, cost is \$80
- One day Registration Fee is \$50 if pre-registered by March 13
- After March 13, the cost is \$60

March 21

- Keynote Speech
- Economics
- Processing

March 22

- Organic Production
- Grass-finishing
- Northern California Lamb Producers Feasibility Study Committee

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Don't Miss The 4th Annual Niche Meats Conference

The Three Secrets to Profit and Niche Marketing

Northern California Sheep Producers Meet the Afternoon of March 22nd

Link to Niche Market Web page

For more information, click the web link above

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

This year's conference features presentations and group activities on economics, processing, organic production, and grass-finishing. The \$70 registration fee includes two lunches, one dinner and proceedings. Send your form in today!

Conference Agenda – Chico State Farm, Chico, CA

Directions:

<http://ucce.ucdavis.edu/files/filelibrary/1808/17998.pdf>
March 21

Time	Workshop Title	Speaker
8:30-9:30 AM	Registration Sign-In	
9:30 AM - Noon	Three Secrets to Profit in Niche Meat Marketing	David Pratt, CEO, Ranch Management Consultants
Noon – 12:45 PM	Lunch	
12:45 – 1:45 PM	Concurrent Session I – Economic and Meats Lab sessions run at the same time	Facilitated by Farm Advisors
1:45 – 2:45 PM	Concurrent Session II – Repeat of Economic and Meats Lab Sessions	Patrick Doyle and Jim Holt, Chico State Meats Lab
3:00 – 3:15 PM	Current Situation of Meat Processing in California	Roger Ingram, Farm Advisor
3:15 – 4:15 PM	Processor Panel	Johansen's Meat - Orland Superior Farms - Dixon
4:15 – 5:00 PM	Economics of Starting a New USDA Processing Facility	Shermain Hardesty – UC Davis Jay Norton, Farm Advisor Morgan Doran, Farm Advisor Sam Goldberger
5:00 – 5:40 PM	Group discussions on Processing	Facilitated by Farm Advisors
5:40 – 6:15 PM	Refreshments	
6:15 PM	Dinner featuring steaks from Western Grasslands Beef	
7:00 – 7:45	Dinner Speaker	To Be Announced

March 22

Contact Us

Roger Ingram

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530-889-7385

Time	Workshop Title	Speaker
8:00-8:30 AM	Market Trends in Organic Meats	Pete Livingston, UC-Davis
8:30 – 9:00 AM	Organic Certification	To Be Announced
9:00 – 9:30 AM	Animal Requirements for being certified organic	Kevin Lunny, Lunny Ranch
9:30 – 10:00 AM	Organic Feed and Seed Suppliers	Morgan Doran, Farm Advisor Josh Davy, Program Rep
10:00 – 10:30 AM	Organic Beef Cost Study	John Harper, Farm Advisor
10:30 – 10:45 AM	Break	
10:45 – 11:15 AM	California Forage Cycles	Roger Ingram, Farm Advisor
11:15 – 11:45 AM	Using Crop By-Products with Grass Finishing	Glenn Nader, Farm Advisor
11:45 AM – 12:15 PM	CSU Lipid Study	Cindy Daley, CSU Professor
12:15 – 1:00 PM	Lunch	
1:00 – 5:00 PM	Northern California Sheep Producers Meeting	

Northern California Sheep Producers Meet the Afternoon of March 22nd

A group of lamb producers in Northern California has received funding from the USDA Rural Development Value-Added Producer Grant program to examine the feasibility of marketing locally produced lamb. The \$47,000 grant will analyze the market potential for lamb products and will develop a business plan for serving this opportunity.

This meeting will feature a comparison of 3 different sheep marketing cooperatives. In addition, a representative from Trader Joe's will attend to discuss their interest in diversifying their product line by adding a lamb product.

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

