



## 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 13<sup>th</sup>
- After March 13<sup>th</sup>, cost is \$80

### March 21

- Keynote Speech
- Economics
- Processing

### March 22

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

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ceplacer.ucdavis.edu  
*For more information, go the web address above and then click on the 2006 Niche Market Link*

Contact Us

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## Don't Miss The 4<sup>th</sup> Annual Niche Meats Conference!

This year's conference features presentations and group activities on economics, processing, organic production, and grass-finishing. Many people involved with niche meat today need a better understanding of the economics of their marketing enterprise. Does it make sense for you to do it all by yourself? If someone offers you \$1.50 a pound hot carcass weight, should you take it? How do you know? Our keynote speaker, Dave Pratt will help you answer those questions.

Processing remains a big stumbling block for most. This year's conference will feature a processor panel that will discuss their current situation, plans/barriers to expansion, and ways producers can work collaboratively with processors. The capital outlay and economics for a new processing plant will be discussed along with an update the mobile livestock processing unit.

Organic production and grass-finishing will be discussed on March 22. Organic topics to be covered include: market trends, certification, animal requirements, and processing for those considering. Results from a new organic beef niche market cost study will be presented for the first time. Grass-finishing will cover animal requirements, forage flow, filling in the forage gaps, and using crop by-products.

The afternoon of the March 22<sup>nd</sup> will be devoted to a meeting of the Northern California Lamb Producers Feasibility Study Committee which is evaluating niche market opportunities for lamb. Everyone is invited to stay and attend.

Time will be given for group activities to discuss issues and problems and strategize ways to deal with them. The \$70 registration fee includes two lunches, one dinner and proceedings. Send your form in today!

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## The Three Secrets to Profit and Niche Marketing Keynote Speaker - Dave Pratt, CEO Ranch Management Consultants

Dave Pratt is one of the most sought after speakers on sustainable agriculture and profitable ranching in the world today. He has taught the Ranching for Profit School, the business school of ranching, in the United States, Canada, Mexico, Australia and Africa. Dave has devoted his life to increasing the sustainability of ranching.

A Range and Livestock Advisor with UC Cooperative Extension for 15 years, Dave researched controlled grazing and strategic issues impacting the

sustainability of ranches. In April 1999 Dave became President of *Ranch Management Consultants, Inc.* He now manages the *Ranching for Profit School* and *Executive Link* program in North America.

Dave writes an email newsletter called **ProfitPoints™** and in an earlier issue he noted: “This year we benchmarked several conception to consumption grassfed beef operations. We break these businesses into four distinct enterprises: Cow Calf, Stocker, Finishing, and Meat.

In our analysis the cow calf and stocker enterprises have been more profitable than the finishing and meat enterprises on most farms or ranches.

There are several reasons. **The biggest problem in grass finishing enterprises is the slow turnover of product and the limited value added during this phase. Low turnover is also a problem in most meat enterprises. But the biggest constraint to profit in meat enterprises is high processing costs which may be beyond the producer’s direct control.**

The high prices paid for grassfed beef leads many to assume that profit must follow. But most grassfed operations I’ve looked at operate at an economic loss. It is business structure, not price that drives profit. Our analysis shows that overhead costs exert three times the pressure on profit as product price.”

Dave’s presentation will help you understand the three secrets to profit and how they relate to niche meat marketing enterprises.

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## 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) \_\_\_\_\_

Total Amount Enclosed \_\_\_\_\_

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