

# Workshops To Help Beef Producers Market Custom Harvesting And Finishing

## SPRING HILL, TENN.

**A** growing number of consumers are interested in a direct connection with the farmer who produces their food. This includes meat. In November and December the University of Tennessee Center for Profitable Agriculture is conducting a set of workshops for cattle producers who are considering marketing live animals to consumers for custom harvesting and as well as those considering finishing cattle to be processed for retail meat sales.

The workshop are being held at various locations and dates across the state: November 1 – Stewart County; November 7 – Humphreys County; November 8 – Hickman County; November 28 – Perry County; November 29 – Giles County; and December 13 – Loudon County. Each workshop has a registration deadline approximately one week before the date of the course. All meetings are from 6 p.m. to 9 p.m. There is no cost to attend a workshop, and dinner is included as part of the program. Pre-registration is required; however.

Attendees will learn about several topics relevant to regulations and marketing, including:

- Background of food/meat regulations
- Marketing live animals for custom slaughter
- Marketing beef cuts directly to consumers
- Target marketing to consumers
- Evaluating enterprise costs

More complete registration information is available by calling the UT Extension office in the county hosting each event. A directory of UT

Extension offices can be found online at <https://utextension.tennessee.edu/Pages/offices.aspx>. You may also call the Center for Profitable Agriculture, 931-486-2777, or visit the website <http://cpa.utk.edu/>. Just click on the right-hand link to the Cattle/Beef/Direct Marketing workshops scheduled for Nov. and Dec.

This program has been developed by the Center for Profitable Agriculture through agreements with and funded, in part, by the Tennessee Department of Agriculture and by the sale of agriculture specialty license plates (the “Ag Tag”). USDA Rural Development is also a sponsor.

The Center for Profitable Agriculture is a joint effort of University of Tennessee Extension and the Tennessee Farm Bureau Federation. UT Extension operates in each of Tennessee’s 95 counties as the off-campus division of the UT Institute of Agriculture. An educational outreach organization, funded by federal, state and local governments, UT Extension, in cooperation with Tennessee State University, brings research-based information about agriculture, family and consumer sciences, and youth and community development to the people of Tennessee where they live and work.

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Workshops brochure online at <http://cpa.utk.edu/workshops/directfarm-marketing/pdffiles/cattlebeef2011.pdf> Δ



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