

# Meat Marketing Workshops

**Cost:** \$10 per person, meal is provided  
**Time:** 5-7:30 pm (refreshments provided)



**Two locations to choose from:**

**Where:** CCE Madison County  
100 Eaton St  
Morrisville, NY 13408  
**When:** Monday, March 9, 2020  
**Deadline:** March 5  
**Register:** Online at:  
[https://cnydfc.cce.cornell.edu/  
event\\_preregistration.php?event=1099](https://cnydfc.cce.cornell.edu/event_preregistration.php?event=1099)

**Where:** Montgomery Co Annex Building  
20 Park St, Rm 111  
Fonda, NY 12068  
**When:** Monday, March 16, 2020  
**Deadline:** March 11  
**Register:** Online at:  
[https://cnydfc.cce.cornell.edu/  
event\\_preregistration.php?event=1100](https://cnydfc.cce.cornell.edu/event_preregistration.php?event=1100)

*Or, mail your registration with your check to the address below.*

Matt LeRoux, Ag. Marketing Consultant who has over 20 years of experience in marketing, will be the speaker at this workshop. Matt works with a diverse mix of produce and livestock farmers and food businesses.

Join us for the Profitable Meat Marketing workshop to find out if you are covering all your meat marketing costs—including your TIME—and bringing in a profit.

In the workshop, you will learn how to develop your farm’s marketing strategy and how to set specific marketing objectives to make your job easier. In addition to marketing tips, you will learn about Cornell Cooperative Extension’s Meat Price Calculator. The calculator uses your farm’s data to develop pricing for meat sold by the hanging weight or by the cut. It accounts for processing and marketing costs, allows you to build in a profit, then lets you adjust the pricing of each cut until you reach your goal. Finally, you will learn more about navigating the MeatSuite, a free website to help your farm reach consumers seeking local meat in bulk.



## Meat Marketing Workshops

**Registration is required four days prior to workshop.**

Register online at <https://cnydfc.cce.cornell.edu/event.php>

or fill out the registration form below and mail with your check to:

Cornell Cooperative Extension of Herkimer County, 5657 State Route 5, Herkimer, NY 13350.

Circle location attending:      **Morrisville (3/9)**                      **Fonda (3/16)**

Name \_\_\_\_\_ Number attending \_\_\_\_\_ Amount enclosed \$ \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ NY Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

**Central New York Dairy, Livestock and Field Crops Team**  
Cornell Cooperative Extension of Chenango, Fulton, Herkimer, Madison,  
Montgomery, Otsego, Saratoga and Schoharie Counties

*Cornell Cooperative Extension is an employer and educator recognized for valuing AA/EEO, Protected Veterans,  
and Individuals with Disabilities and provides equal program and employment opportunities  
Please contact the Cornell Cooperative Extension if you have any special needs.*

*Find us online at: <http://cnydfc.cce.cornell.edu/>*

Register for meetings online and pay by credit card. Find this event and more at the Central New York Dairy, Livestock & Field Crops Team website: <http://cnydfc.cce.cornell.edu/> Find the meeting you want under "Upcoming events" and follow the instructions to register & pay online. Credit card payments accepted online only, not at the CCE Office.

**Cornell Cooperative Extension** | Central New York Dairy, Livestock and Field Crops

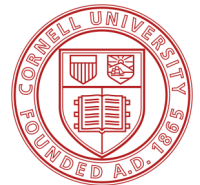
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Central New York Dairy, Livestock and Field Crops Team is a Cornell Cooperative Extension partnership between Cornell University and the CCE Associations in Chenango, Fulton, Herkimer, Madison, Montgomery, Otsego, Saratoga and Schoharie Counties