

Creating Consumer Friendly Bulk Meat Sales

Same material will be covered May 4 & 13

The situation facing us today is challenging. While conventional markets for livestock have cooled as large processors slow down production or temporarily close, NY farms are faced with a unique opportunity to market meat directly to the consumer. This workshop is designed to equip the producer with clear and simple steps towards making bulk meat sales, such as quarters, halves, and mixed-cut bundles. We'll cover "how to" tips to help you get started quickly. Join Ag. Marketing Consultant, Matt LeRoux, for this online workshop that covers understanding the consumer, pricing, product formats, and reaching consumers.

About Matt: Matt has nearly 20 years' experience serving farms through Cornell Cooperative Extension, non-profits, and consulting. Specializing in market strategy, Matt works with a diverse mix of produce and livestock farmers and food businesses. Career highlights include developing the Marketing Channel Assessment Tool for produce growers and the Cornell Meat Price & Yield Calculator.

To register for the May 4 meeting go to:

<https://cornell.zoom.us/meeting/register/tJEodO6prDopG9bmabdN8uMnWII3ztkAud-B>

To register for the May 13 meeting go to:

<https://cornell.zoom.us/meeting/register/tJUsf-qtrjwuHNXU8PKHStn0I6XF8XkdTPdf>

After registering, you will receive a confirmation email containing information about how to join the meeting.

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