<table>
<thead>
<tr>
<th>Module &amp; Subject Matter</th>
<th>Learning Objectives</th>
<th>Speakers</th>
</tr>
</thead>
</table>
| **Modules 1-2: Marketing:** Start with the market in mind: Identifying & developing new markets for meat | -Understand what goes into a marketing plan  
-Market channel selection  
-Identifying ideal customer  
-Developing value proposition  
-Understand the range of market opportunities for meat and value-added meat products  
-Learn about evolving consumer tastes and preferences for meats  
-Marketing innovations/opportunities in the time of COVID | Matthew LeRoux, Ag Consultant & Cornell Cooperative Extension Specialist, NY |
| **Modules 3-4: Production:** Finishing ruminants for optimal gains and quality meat. Grass-finishing, pasture-finishing, and alternative feeds | -Understanding how finishing affects meat quality  
-Grains and alternative feed options, pros & cons  
-Finishing ruminants on grass, pasture management for proper gains  
-Learn about tools to develop a grazing plan  
-Pasture mixes for different environs & soils | Ryan Rhoades, CSU Extension, CO  
Jim Gerrish, American Grazing Lands Services, ID |
| **Modules 5-6: Handling & Harvesting:** Animal handling, meat quality, and evaluating a live animal. Hoof to rail demonstration part 1. | -Sorting & loading infrastructure  
-Humane animal handling  
-Transportation & unloading at slaughterhouse  
-Reducing animal stress  
-Understand carcass quality on the hoof, live beef animal evaluation  
-Learn how finishing influences final meat quality  
-Know what a harvest-ready animal looks like  
-Carcass quality & grading | Ron Gill, Stewardship & Stockmanship, TX  
Nathan Parker, OSU  
Matthew Kennedy, OSU |
| **Modules 7-8: Processing:** Hoof to rail demonstration part 2. Basics of meat processing, carcass quality, meat science, fabrication, regulations, & working with your processor. | -Beef carcass evaluation: yield, quality, marbling, cutability, tenderness factors  
-A little meat science 101  
-Basic beef fabrication  
-Understand how to identify and work with a processor  
-Understand processing costs  
-Understand state and federal regulations around meat sales | Nathan Parker, OSU  
Rebecca Thistlethwaite, OSU |
| **Modules 9-10: Processing & Packaging:** Processing for specific markets, maximizing | -Understand meat cutting requirements for different market channels  
-Identify popular meat cuts | Bob Delmore, CSU, CO |
| Modules 11-13: Marketing & Pricing | Using social media to create relationships with customers (& build loyalty)  
- Understand the perspectives of diverse meat buyers  
- Logistics of working with different buyer categories, such as butcher shops, grocers, online retailers, restaurants, etc.  
- Pricing, formats, fresh vs. frozen, etc.  
- How to merchandise and sell the whole animal  
- Determine costs of production  
- Develop pricing strategies for your meat products, by market channel  
- Introduce Pricing Calculator  
- Enhance profitability | Dahlia Dill, Chandler Pond Farm, VT  
Buyer Panel:  
- Kate Cavanaugh, Western Daughters Butcher Shoppe, CO  
- Jason Stoller-Smith, Timberline Lodge, OR  
- Michelle Battista, Burgerville, OR  
- Todd Churchill from Blue Nest Beef  
- Alan Lewis, Natural Grocers | Matthew LeRoux, Ag Consultant & Cornell Cooperative Extension Specialist, NY |
|---|---|---|---|
| Module 14: Optional Hog Production Module | Optimal breeds/phenotypes for pastured pork and specialty pork  
- Optimal diets, forages, & finishing blends for high quality pork  
- Pork producer experience with raising, finishing animals for meat sales  
- Running a vertically integrated, specialty pig operation  
- Marketing the whole animal | Mark Knauer, NC Extension swine specialist  
Duayne & Ken Braatan of Farm to Market Pork, MT | --- |