



UNIVERSITY OF CALIFORNIA ≈ COOPERATIVE EXTENSION

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# HERD 'ROUND THE RANGE

FEBRUARY 2006

## 2006 Niche Meat Marketing Conference

March 21-22, 2006

Chico State Farm – Chico, CA

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.

### 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

Please contact our office 72 hours in advance of the event to request accommodations for persons with disabilities.

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For more information go to  
<http://ceplacer.ucdavis.edu/Custom%5FProgram366/>

# 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 \_\_\_\_\_