

All About Selling Meat — January 12, 2012

Call MISA for more information about the meat workshop: 800-909-6472; or email Jane Jewett: jewet006@umn.edu

Register by mail with the form on this brochure, or register online at the Minnesota Institute for Sustainable Agriculture website: www.misa.umn.edu

Directions to the St. Cloud Rivers Edge Convention Center (formerly known as the Civic Center):

From I-94, take Exit 171 toward St. Cloud. Turn right on Washington Memorial Drive, then right on Highway 23. Continue 1 mile to Fourth Avenue South.

Parking is available in the ramp at the Convention Center, for \$5 per vehicle.

Registration begins at 8:30 am.

This workshop precedes the 2012 Minnesota Organic Conference.

Visit the conference website to see if you might like to stay for this fun and informative event: www.mda.state.mn.us/food/organic/conference.aspx

College of Food, Agricultural
and Natural Resource Sciences
UNIVERSITY OF MINNESOTA



Meat Workshop

All About Selling Meat: What You Need to Know

January 12, 2012
9:00 am to 4:30 pm

Sponsored by:
Minnesota Institute for Sustainable Agriculture
Minnesota Department of Agriculture
U of MN Regional Sustainable
Development Partnerships
School of Agriculture Endowed Chair

St. Cloud Rivers Edge Convention Center
10 Fourth Avenue South
St. Cloud, Minnesota

Seating is limited. Preregistration required by
January 6, 2012.

Meat Workshop Registration

- Pre-registration is required by **January 6, 2012**. Seating is limited.
- Registration is \$40 per person, \$30 for each additional person from the same farm operation. Lunch and workshop materials are included.

Name(s)

Address: -----

City, State, Zip: -----

Phone: ----- Email: -----

I have special needs, please contact me: -----

Total payment due: -----

Check one: payment enclosed will pay at door

Make check or money order payable to "University of Minnesota." Sorry, we cannot accept credit card payments.

Mail registration and payment to:
Minnesota Institute for Sustainable Agriculture
411 Borlaug Hall
1991 Buford Circle
St. Paul, MN 55108

Or register online at: www.misa.umn.edu

Sessions will include:

- Overview of red meat and poultry regulations, processing, and marketing options
- Minnesota Grown wholesale database sign-up help
- Panel of processors, including USDA, EqualTo, and custom-exempt; discussing how to work with processors
- Panel of farmers using a variety of meat marketing strategies: wholes, halves, & quarters; farmers' market; wholesale; retail
- Presentation of meat producers survey done in 2011
- Natural & organic meat processing
- MDA Inspectors talk about regulations

Throughout the day, attendees will have the opportunity to write their questions about regulations on index cards, which will be collected by the event organizers. A question-and-answer session with MDA inspectors will be held in the afternoon, with event organizers reading questions from the cards. This will be a great way to get your regulatory questions answered, straight from the source, in a completely anonymous fashion.

School of Agriculture Endowed Chair in Agricultural Systems:
<http://misadocuments.info/ended.html>

The Chair represents a unique opportunity for leaders in the academic, business, farming, government, and non-profit sectors of agriculture, rural development, and related fields to access University of Minnesota resources for special projects.

Jan Joannides, Endowed Chair in 2011-2012, has brought together stakeholders to explore issues and opportunities for meat and poultry producers and small processors. A producer survey is complete and a processor survey is planned. The goal is to determine what actions can be taken that will help ensure that local meat and poultry producers and processors grow and thrive in the coming years.