

What do I need to know?

When registering, please be prepared to provide the name, phone number and e-mail address of each person registering for the program.

Workshops not having sufficient registration by the pre-registration deadlines will be cancelled and those pre-registered will be notified.

All meetings are from 6 p.m. to 9 p.m. and dinner is included.

Seating is limited and pre-registration is required. To reserve a seat and sign-up for the dinner, please pre-register by 4:00 pm on the location-deadlines listed inside this brochure.



Agenda

All workshops are from 6:00 p.m. to 9:00 p.m.

- Registration, Opening Remarks and Dinner
- Overview of Value-Added Beef Opportunities
- Consumer Demand and Niche/Target Marketing
- Regulatory Considerations for:
(1) Marketing Live Animals to Consumers for Custom Slaughter
(2) Retail Meat Permits
- Value-added and Profit Potential (Break-Even Budgeting)
- Q&A

Pre-registration is required and dinner is included.

Our Sponsors

 UT Extension



Committed to the future of rural communities.



This program is made possible in part by the sale of agriculture specialty license plates (the "Ag Tag"). Funds received from the "Ag Tag" sales are returned to the agricultural community in the form of grants for youth programs, market development projects, and other agricultural activities.

Programs in agriculture and natural resources, 4-H youth development, family and consumer sciences, and resource development.
University of Tennessee Institute of Agriculture,
U.S. Department of Agriculture
and county governments cooperating.
UT Extension provides equal opportunities in programs and employment.

 Extension

ADDING VALUE TO TENNESSEE AGRICULTURE THROUGH DIRECT MARKETING CATTLE/BEEF



This program will provide an introduction to the start-up and regulatory considerations for retail marketing meat directly to consumers and marketing live animals for customer harvest directly to consumers.

What topics are featured?

This workshop is for cattle producers that are considering marketing live animals to consumers for custom harvesting and producers that are considering finishing cattle to be processed for retail meat sales.

- **Background of food/meat regulations**
- **Marketing live animals for custom slaughter**
- **Marketing beef cuts directly to consumers**
- **Target marketing to consumers**
- **Evaluating enterprise costs**



Dates & Locations

Important: Seating is limited and pre-registration is required. In order to reserve a seat and sign-up for the dinner, please pre-register by 4:00 pm on the location-deadlines listed below.

November 1 – Stewart County

Stewart County Farm Bureau Building
313 Spring Street, Dover, Tennessee 37058

Registration Deadline: October 26

Contact Stewart County Extension Office:
931-232-4882 or by e-mail to jgriffy1@utk.edu

November 7 – Humphreys County

Samuel's On the Square
117 North Court Square, Waverly, Tennessee 37185
(Downtown Waverly directly across from the Court House)

Registration Deadline: November 2

Contact Humphreys County Extension Office:
931-296-2543 or by e-mail to jsims4@utk.edu

November 8 – Hickman County

Hickman County Ag. Pavilion and Fairgrounds
979 Grinders Switch Road
Centerville, Tennessee 37033
(From Hwy 100 in Centerville, take Hwy 50 West approx. 2 miles to Lower Shipp's Bend Road N, one mile to the fairgrounds)

Registration Deadline: November 3

Contact Hickman County Extension Office:
931-729-2404 or by e-mail to pdugger2@utk.edu

November 28 – Perry County

Rusty Fish Hook
217 East School Street, Linden, Tennessee 37096
(Located 2 blocks south-west of the Hwy 412-Hwy 13 intersection in Linden)

Registration Deadline: November 21

Contact Perry County Extension Office:
931-589-2331 or by e-mail to
amatheni@tennessee.edu

November 29 – Giles County

Richland Trace Market
19326 Highway 64 West, Pulaski, Tennessee 38478
(Located approximately 4 miles west of Pulaski on Hwy 64)

Registration Deadline: November 21

Contact Giles County Extension Office:
931-363-3523 or by e-mail to klrose@utk.edu

December 13 – Loudon County

Loudon County School Board Conference Room
Loudon County Office Building
100 River Road, Loudon, Tennessee 37774
(Turn west off Hwy 11 on High Street and travel 1/10 mile – office is on your right)

Registration Deadline: December 6

Contact Loudon County Extension Office:
865-458-5612 or by e-mail to jgoddar1@utk.edu

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and pre-registration is required.**