### Meat School Modules, starting October 30, 2019

<table>
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<tr>
<th>Module</th>
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| **Marketing #1: Identifying and developing new markets for meat**       | • Dawn Thilmany, Colorado State University  
  • Adrienne Larrew, Corner Post Meats | • Understand the range of market opportunities for meat and value-added meat products  
  • Learn about consumer tastes and preferences for meats  
  • Conduct and integrate market research into marketing plans |
| **October 30, 2019**                                                   |                                                                          |                                                                                                                                                                                                                       |
| **Production #1: Breed selection, range/pasture management and animal nutrition for sustainable meat production** | • Beth LaShell, Fort Lewis College  
  • Jim Gerrish, American Grazing Lands Services, LLC | • Learn about appropriate breed selection for your resources and markets and the basics of animal nutrition  
  • Understand how forage quality influences meat production and quality  
  • Learn about tools to develop a grazing plan |
| **November 6, 2019**                                                  |                                                                          |                                                                                                                                                                                                                       |
| **Production #2: Meat quality and safety**                            | • Colorado State University Animal Sciences Department  
  • Michele Pfannensteil, Dirigo Food Safety | • Understand carcass quality on the hoof  
  • Learn how finishing influences final meat quality  
  • Learn about disease prevention and biosecurity |
| **November 13, 2019**                                                 |                                                                          |                                                                                                                                                                                                                       |
| **Processing #1: Basics of meat processing**                          | • Rebecca Thistlethwaite, Niche Meat Processors Assistance Network  
  • Colorado Meat Processor | • Understand how to identify and work with a processor  
  • Understand processing costs  
  • List the information a processor needs to deliver the product you will be selling  
  • Calculate yield of packaged product |
| **November 20, 2019**                                                 |                                                                          |                                                                                                                                                                                                                       |
| **Processing #2: Processing for specific markets**                    | • Colorado State University Animal Sciences Department  
  • Holly Napier, Sunnyside Meats | • Understand meat cutting requirements for different market channels  
  • Learn how to provide specific cutting instructions to meet your customers' needs |
| **December 4, 2019**                                                  |                                                                          |                                                                                                                                                                                                                       |
| **Marketing #2: Pricing and selling to your target markets**           | • Shannon Hayes, Grassfed Gourmet  
  • Matt LeRoux, Cornell University  
  • Rebecca Thistlethwaite, Niche Meat Processors Assistance Network | • Learn how to educate your customers on meat cuts, handling and preparation  
  • Develop pricing strategies for your meat products, by market channel  
  • Understand state and federal regulations around meat sales |
| **December 11, 2019**                                                 |                                                                          |                                                                                                                                                                                                                       |