Adding Value to Livestock through Better Communication with the Butcher

Thursday, April 23, 2015 from 6:00 – 8:30 pm
Center for Regional Excellence | BOCES Conference Room
4039 Route 219, Suite 100 Salamanca NY
Google map location: https://goo.gl/maps/qkp2C

Join us for expert advice on quality beef, addressing consumer demand, marketing regulations and adding value to locally-grown meat animals. Featured speaker for the evening is Livestock and Meat Marketing Specialist Steve Olson (Retired); owner of Hidden Canyon Farm in Lyons, NY. His energetic style of communicating has proven to be an effective training tool to promote quality and guiding meat purchasers toward acquiring value added meat items. Steve will discuss how to maximize value from each animal through better finishing, processing and utilization of higher-value cuts of meat.

The public is welcome, and everyone interested in raising or buying local meats are especially encouraged to attend. There is a requested donation of $10/person or $15/farm at the door to cover the costs of the program. Sponsored by Cornell Cooperative Extension and Southern Tier West Regional Farmers Market Network. No RSVPs are needed, but for more information please contact Lynn Bliven Allegany/Cattaraugus County CCE: lao3@cornell.edu or by phone: 585-268-7644 ext. 18.