

Tennessee Value-Added Beef 101

On-Farm Workshops for Farmers Interested in Direct Marketing Beef to Consumers

Pre-registration required 5 business days prior to event.
 These events fulfill a TAEP requirement for a direct marketing workshop.



Topics & Tours

These four events will feature a tour of a Tennessee farm direct marketing beef to consumers and educational sessions on the following topics:

- Lessons Learned from a Tennessee Value-Added Beef Producer
- Pencil Out Your Potential for Profit
- Basic Regulations for Direct Marketing Beef
- Making Special Claims on the Label and Off
- Tips for Working with a Processor
- What You Need to Know About Your Product

Dates & Locations

1. April 17, 2013
 Baggett Family Farm—Tennessee Grass-fed Beef
 Clarksville, TN (Montgomery County)
2. April 23, 2013
 Double A Farm, Coalmont, TN (Grundy County)
3. April 25, 2013
 Paris Landing State Park/Yoder Brothers Processing
 Paris, TN (Henry County)
4. May 15, 2013
 East Tennessee AgResearch & Education Center
 Knoxville, TN (Knox County)

Directions will be emailed to those registered a few days prior to each event.

Times (Local to workshop location.)

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| 9:00 am | Registration, Refreshments & Networking |
| 9:30 am | Sessions Begin |
| | Lunch (Provided) & Networking |
| 4:30 pm | Collect Evaluations & Adjourn |

Registration

Registration is FREE and REQUIRED by no later than 5 business days prior to the workshop date.

Space is limited for each event. Events not having adequate registration by registration deadline may be cancelled.

Register by phone at (931) 486-2777 or online at <https://ag.tennessee.edu/cpa/Pages/VABeefRegForm.aspx>

Funding Partners

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United States
 Department of
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National Institute
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Questions? Contact Megan Bruch at the Center for Profitable Agriculture at mlbruch@utk.edu or (931) 486-2777.

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.