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)

   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.)

- 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
Special thanks to the following agencies for providing funding support for these events:

Questions? Contact Megan Bruch at the Center for Profitable Agriculture at mlbruch@utk.edu or (931) 486-2777.