After months of planning with program collaborators, numerous discussions with stakeholders and a formal needs assessment meeting, the Tennessee Value-Added Beef Program was launched in the spring of 2011. In July of that year, the Tennessee Department of Agriculture awarded an “Ag Tag” grant for the initiative and ignited the multi-year program. Other avenues of funding followed, resulting in the following program accomplishments as of June 2014:

- 20 members of the value-added beef program team from five different agencies
- 30 Tennessee Extension Agents cooperating in outreach events
- 53 educational workshops, seminars, tours, conference and webinars with 1,579 participants
- 100 participants registered for value-added beef webinar group
- 377 participants registered for value-added beef email group
- Value-added beef exhibit presented at nine events with 958 in attendance
- 14 educational publications, fact sheets and case studies completed
- 96.5 percent increase in the number of farm-based retail meat permits issued by TDA from December 2011 to June 2014
- 119 attendees for the 2014 Tennessee Value-Added Beef Conference
  - 12 members of the Planning Team from five different agencies
  - 18 speakers/presenters
  - 13 exhibitors
  - Seven sponsors
More specifically, the “Ag Tag” grant was credited for directly contributing to the development and implementation of the following publications, exhibit and workshops:

Publications:
- Basic Regulatory Considerations for Retail and Non-retail Meat Sales in Tennessee – PB 1805 (October 2012)
- General Overview of The History, Regulations and Inspection Information for Direct Meat Marketing in Tennessee – PB 1819 (December 2013)
- Understanding Yield Grades and Quality Grades for Value-Added Beef Producers and Marketers – SP 755 (December 2013)
- Initial Considerations for Starting a Small-Scale Livestock Harvest and Processing Facility - CPA Info #221 (May 2014)
- Tennessee Value-Added Beef: Entrepreneur Experiences – D9 (June 2014)
- Improving Communications with your Beef Processor - PB 1820 (June 2014)
- How Much Meat to Expect from a Beef Carcass – PB 1822 (June 2014)

Exhibit:
- Value-Added Beef Exhibit

Workshops/Outreach/Teaching/Training:
- Scratching the Surface: Adding Value to Tennessee Agriculture Through Direct Marketing Cattle/Beef
- Production and Cost Considerations for Finishing Animals for Direct Marketing
- What You Should Know About Beef Quality and Meat Cuts
- 2014 Tennessee Value-Added Beef Conference
Appendix A

Summary of Value-Added Beef Educational Outreach

(Updated June 9, 2014)
<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>Attendance</th>
<th>Title, Topics, Subject Matter Presented</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 November 1, 2011</td>
<td>Stewart County</td>
<td>16</td>
<td>Scratching the Surface</td>
</tr>
<tr>
<td>2 November 7, 2011</td>
<td>Humphreys County</td>
<td>38</td>
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<tr>
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<td>Hickman County</td>
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<td>Scratching the Surface</td>
</tr>
<tr>
<td>4 November 28, 2011</td>
<td>Perry County</td>
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</tr>
<tr>
<td>5 November 29, 2011</td>
<td>Giles County</td>
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<tr>
<td>6 December 12, 2011</td>
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<tr>
<td>7 January 30, 2012</td>
<td>Wilson County</td>
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<td>8 February 23, 2012</td>
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<td>9 March 12, 2012</td>
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<tr>
<td>10 March 13, 2012</td>
<td>Murfreesboro</td>
<td>22</td>
<td>Beef Safety 101</td>
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<td>11 March 29, 2012</td>
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<tr>
<td>12 August 20, 2012</td>
<td>Marshall County</td>
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<tr>
<td>14 August 20, 2012</td>
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<tr>
<td>15 August 21, 2012</td>
<td>Jefferson/Cocke/Hamblen</td>
<td>26</td>
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<tr>
<td>16 August 21, 2012</td>
<td>Blount County</td>
<td>47</td>
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<tr>
<td>17 August 27, 2012</td>
<td>Williamson County</td>
<td>38</td>
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</tr>
<tr>
<td>18 September 28, 2012</td>
<td>Grundy/Coffee County</td>
<td>90</td>
<td>Basic Regulations</td>
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<tr>
<td>19 October 13, 2012</td>
<td>Knox County</td>
<td>53</td>
<td>Basic Regulations</td>
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<td>20 October 30, 2012</td>
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<tr>
<td>21-31 Oct 9 – Mar 26, 2013</td>
<td>Webinar Series (11 sessions)</td>
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<td>32 March 4, 2013</td>
<td>Cheatham County</td>
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<tr>
<td>33 March 18, 2013</td>
<td>White/Van Buren County</td>
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<td>34 April 17, 2013</td>
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<td>On-Site Value-Added Beef 101</td>
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<td>35 April 23, 2013</td>
<td>Ahearn Farm – Grundy County</td>
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<td>36 April 25, 2013</td>
<td>Yoder's Processing – Henry County</td>
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<td>37 May 3, 2013</td>
<td>Cheatham County Pasture Walk</td>
<td>41</td>
<td>Basic Regulations and Label Claims</td>
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<td>38 May 15, 2013</td>
<td>ETREC – Knox County</td>
<td>24</td>
<td>On-Site Value-Added Beef 101</td>
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<td>39 September 9, 2013</td>
<td>Marksbury Farms; Lancaster, KY</td>
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<td>Exploring Meat Processing and Marketing Opportunities Tour</td>
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<td>September 30, 2013</td>
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<td>October 7, 2013</td>
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<td>42</td>
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<td>November 5, 2013</td>
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<td>November 6, 2013</td>
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<td>November 14, 2013</td>
<td>Greene County</td>
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<td>48</td>
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<td>Cheatham County</td>
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<td>51</td>
<td>January 24, 2014</td>
<td>Sevier County</td>
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<td>52</td>
<td>March 13, 2014</td>
<td>Benton County</td>
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</tr>
</tbody>
</table>

Sessions in 29 counties, 11 webinars, 1 statewide conference & 1 out-of-state tour

(*) Number of participants registered for Value-Added Beef webinar group: 100
(*) Number of participants registered for Value-Added Beef e-mail group: 377
### Summary of Events Where Value-Added Beef Exhibit Was Featured

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
<th>Number in Attendance</th>
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<tbody>
<tr>
<td>1 October 2, 2013</td>
<td>UTIA Department Heads Tour</td>
<td>Montgomery County</td>
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<td>2 October 7, 2013</td>
<td>Value-Added Beef Workshop</td>
<td>Clarksville</td>
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<td>3 October 21, 2013</td>
<td>Value-Added Beef Workshop</td>
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<td>4 October 22, 2013</td>
<td>Maury County Master Beef</td>
<td>Spring Hill</td>
<td>95</td>
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<td>5 November 8, 2013</td>
<td>Tennessee Forage and Grassland Council Conference</td>
<td>Nashville</td>
<td>98</td>
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<tr>
<td>6 December 8, 2013</td>
<td>Tennessee Farm Bureau Convention</td>
<td>Franklin</td>
<td>400+</td>
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<td>7 December 10, 2013</td>
<td>Value-Added Beef Workshop</td>
<td>Jackson</td>
<td>14</td>
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<tr>
<td>8 February 18-19, 2014</td>
<td>Mid-South Stocker Conference</td>
<td>Paris</td>
<td>115</td>
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<tr>
<td>9 March 18-19, 2014</td>
<td>TN Value-Added Beef Conference</td>
<td>Manchester</td>
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<td><strong>Total Attendance</strong></td>
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<td><strong>958</strong></td>
</tr>
<tr>
<td>Title</td>
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<td>Authors</td>
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<tr>
<td>An Examination of Consumers’ Preferences for Differentiated Beef Products</td>
<td>Research Report</td>
<td>Menard, Jensen, and English</td>
<td>June 2012</td>
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<td>Basic Regulatory Considerations for Retail and Non-retail Meat Sales in Tennessee</td>
<td>PB 1805</td>
<td>Holland</td>
<td>October 2012</td>
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<tr>
<td>Listing of USDA Livestock Slaughter Facilities in Tennessee</td>
<td>D-3</td>
<td>Pepper and Bruch</td>
<td>September 2013</td>
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<tr>
<td>Retail Meat Sales in Tennessee: Basic Weights and Measures Regulations</td>
<td>D-1</td>
<td>Bruch</td>
<td>November 2013</td>
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<tr>
<td>Tennessee Value-Added Beef Entrepreneur Experiences. A Series of Nine Case Studies</td>
<td>D-9</td>
<td>Bruch and Others</td>
<td>December 2013</td>
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<tr>
<td>Understanding Yield Grades and Quality Grades for Value-Added Beef Producers and Marketers</td>
<td>SP-755</td>
<td>Holland and Loveday</td>
<td>December 2013</td>
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<tr>
<td>General Overview of the History, Regulations and Inspection Information for Direct Meat Marketing in Tennessee</td>
<td>PB 1819</td>
<td>Holland and Bruch</td>
<td>December 2013</td>
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<tr>
<td>Consumer Preferences for Tennessee Beef</td>
<td>AIM-AG Research Report</td>
<td>Jensen, Bruch and Menard</td>
<td>May 2013</td>
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<tr>
<td>Participant Assessments of the 2014 Value-Added Beef Conference</td>
<td>CPA Info #220</td>
<td>Holland and others</td>
<td>May 2014</td>
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<tr>
<td>Initial Considerations for Starting a Small-Scale Livestock Harvest and Processing Facility</td>
<td>CPA Info #221</td>
<td>Holland and Pepper</td>
<td>May 2014</td>
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<tr>
<td>How Much Meat to Expect from a Beef Carcass</td>
<td>PB1822</td>
<td>Holland, Loveday and Ferguson</td>
<td>June 2014</td>
</tr>
<tr>
<td>Improving Communications with Your Beef Processor</td>
<td>PB 1820</td>
<td>Holland and Loveday</td>
<td>June 2014</td>
</tr>
<tr>
<td>Understanding Beef Checkoff Regulations &amp; State Beef Promotion Assessments</td>
<td></td>
<td>Pepper and Valerie Bass</td>
<td>June 2014</td>
</tr>
</tbody>
</table>
### Members of the Value-Added Beef Program Team

<table>
<thead>
<tr>
<th>Name</th>
<th>Agency</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Ronnie Barron</td>
<td>The University of Tennessee Extension</td>
</tr>
<tr>
<td>2 Valerie Bass</td>
<td>Tennessee Beef Council</td>
</tr>
<tr>
<td>3 Megan Bruch</td>
<td>The University of Tennessee Extension</td>
</tr>
<tr>
<td>4 Kevin Ferguson</td>
<td>The University of Tennessee Extension</td>
</tr>
<tr>
<td>5 Andrew Griffith</td>
<td>The University of Tennessee Extension</td>
</tr>
<tr>
<td>6 Rob Holland</td>
<td>The University of Tennessee Extension</td>
</tr>
<tr>
<td>7 Charles Hord</td>
<td>Tennessee Cattlemen’s Association</td>
</tr>
<tr>
<td>8 Kim Jensen</td>
<td>The University of Tennessee AgResearch</td>
</tr>
<tr>
<td>9 Debbie Jines</td>
<td>The University of Tennessee Extension</td>
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<tr>
<td>10 Dwight Loveday</td>
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<td>11 Tammy McKinley</td>
<td>The University of Tennessee Extension</td>
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<tr>
<td>12 Rebekah Norman</td>
<td>The University of Tennessee Extension</td>
</tr>
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<td>13 Hal Pepper</td>
<td>The University of Tennessee Extension</td>
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<tr>
<td>14 Jonathan Rhea</td>
<td>The University of Tennessee Extension</td>
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<td>15 Justin Rhinehart</td>
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<tr>
<td>16 Bobby Simpson</td>
<td>The University of Tennessee AgResearch</td>
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<tr>
<td>17 Jerri Lynn Sims</td>
<td>The University of Tennessee Extension</td>
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<tr>
<td>18 Wendy Sneed</td>
<td>Tennessee Department of Agriculture</td>
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<tr>
<td>19 Janna Sullivan</td>
<td>Tennessee Beef Council</td>
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<tr>
<td>20 Bill Thompson</td>
<td>Tennessee Department of Agriculture</td>
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### Members of the 2014 Tennessee Value-Added Beef Conference Planning Team

<table>
<thead>
<tr>
<th>Name</th>
<th>Agency</th>
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<tbody>
<tr>
<td>1 Valerie Bass</td>
<td>Tennessee Beef Council</td>
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<tr>
<td>2 Megan Bruch</td>
<td>The University of Tennessee Extension</td>
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<tr>
<td>3 Steve Harris</td>
<td>The University of Tennessee Extension</td>
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<td>4 Rob Holland</td>
<td>The University of Tennessee Extension</td>
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<tr>
<td>5 Charles Hord</td>
<td>Tennessee Cattlemen’s Association</td>
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<tr>
<td>6 Ryan King</td>
<td>Tennessee Farm Bureau Federation</td>
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<td>7 Dwight Loveday</td>
<td>The University of Tennessee Extension</td>
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<td>8 Patty McDaniels</td>
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<td>9 Rebekah Norman</td>
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<td>10 Hal Pepper</td>
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<td>11 Justin Rhinehart</td>
<td>The University of Tennessee Extension</td>
</tr>
<tr>
<td>12 Wendy Sneed</td>
<td>Tennessee Department of Agriculture</td>
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# 2014 Tennessee Value-Added Beef Conference

## Speakers/Presenters and Panel Members

<table>
<thead>
<tr>
<th>Speaker/Presenter and Panel Member</th>
<th>Agency/Affiliation</th>
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<tbody>
<tr>
<td>1 Phil Baggett</td>
<td>Tennessee Grass-fed Beef</td>
</tr>
<tr>
<td>2 Gary Bates</td>
<td>The University of Tennessee Extension</td>
</tr>
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<td>3 Megan Bruch</td>
<td>The University of Tennessee Extension</td>
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<td>4 David Bryant</td>
<td>Twin Oaks Farm LLC</td>
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<td>5 Jeff Canavan</td>
<td>U. S. Department of Agriculture</td>
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<tr>
<td>6 Andrew Griffith</td>
<td>The University of Tennessee Extension</td>
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<td>7 Rob Holland</td>
<td>The University of Tennessee Extension</td>
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<td>8 Kim Jensen</td>
<td>The University of Tennessee AgResearch</td>
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<td>9 Dwight Loveday</td>
<td>The University of Tennessee Extension</td>
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<td>10 Hal Pepper</td>
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<td>11 Emmit Rawls</td>
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<td>12 Justin Rhinehart</td>
<td>The University of Tennessee Extension</td>
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<td>13 Michael Rice</td>
<td>Claybrook Angus</td>
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<td>14 Johnny Rogers</td>
<td>Rogers Cattle Company</td>
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<td>15 Dave Turner</td>
<td>Claybrook Angus</td>
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<td>16 Margarita Velandia</td>
<td>The University of Tennessee Extension</td>
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<td>17 Bill Thompson</td>
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<td>18 James Yoder</td>
<td>Yoder Brothers Meat Processing</td>
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## 2014 Tennessee Value-Added Beef Conference Trade Show Exhibitors

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<thead>
<tr>
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<tbody>
<tr>
<td>1 Farm Credit Mid-America</td>
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<tr>
<td>2 Tennessee Beef Industry Council</td>
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<tr>
<td>3 Tennessee Cattlemen’s Association</td>
</tr>
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<td>4 Tennessee Department of Agriculture, Consumer and Industry Services, Food and Dairy</td>
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<tr>
<td>5 Tennessee Department of Agriculture, Consumer and Industry Services, Weights and Measures</td>
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<tr>
<td>6 Tennessee Department of Agriculture, Market Development</td>
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<td>7 Tennessee Department of Agriculture, Pick Tennessee Products</td>
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<td>8 Tennessee Farm Bureau</td>
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<td>9 Tennessee Farmers Cooperative</td>
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<tr>
<td>10 Tennessee Value-Added Beef Program</td>
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<td>11 USDA, FSIS, Office of Field Operations (OFO)</td>
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<tr>
<td>12 USDA, FSIS, Office of Investigation, Enforcement and Audit (OIEA)</td>
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<tr>
<td>13 UT Beef and Forage Center</td>
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<tr>
<td>14 Center for Profitable Agriculture</td>
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### 2014 Tennessee Value-Added Beef Conference Sponsors

<table>
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<tbody>
<tr>
<td>1 Farm Credit Mid-America</td>
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<td>2 Tennessee Farmers Cooperative</td>
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<td>3 Tennessee Farm Bureau</td>
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<tr>
<td>4 USDA, Federal-State Market Improvement Program</td>
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<td>5 Tennessee Department of Agriculture</td>
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<td>6 UT Extension</td>
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<td>7 Center for Profitable Agriculture</td>
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### Value-Added Beef Outreach Event Cooperating Extension Agents

<table>
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<tr>
<th>Extension Agent/Cooperator</th>
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<tr>
<td>Joe Griffey</td>
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<td>Jerri Lynn Sims</td>
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<td>Troy Dugger</td>
<td>Hickman County</td>
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<td>Amanda Mathenia</td>
<td>Perry County</td>
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<td>Kevin Rose</td>
<td>Giles County</td>
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<td>John Goddard</td>
<td>Loudon County</td>
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<td>Ruth Correll</td>
<td>Wilson County</td>
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<tr>
<td>Tim Woods</td>
<td>McMinn County</td>
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<tr>
<td>Chris Ramsey</td>
<td>Sullivan County</td>
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<td>Jeff Via</td>
<td>Fayette County</td>
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<tr>
<td>Ricky Skillington</td>
<td>Marshall County</td>
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<tr>
<td>David Qualls</td>
<td>Lincoln County</td>
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<tr>
<td>Bruce Steelman</td>
<td>Cannon County</td>
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<tr>
<td>Adam Hopkins</td>
<td>Jefferson County</td>
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<tr>
<td>Steven Huff</td>
<td>Cocke County</td>
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<tr>
<td>Mannie Bedwell</td>
<td>Hamblen County</td>
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<tr>
<td>John Wilson</td>
<td>Blount County</td>
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<tr>
<td>Dewayne Perry</td>
<td>Williamson County</td>
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<td>Creig Kimbro</td>
<td>Grundy County</td>
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<tr>
<td>Steve Harris</td>
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<td>Scott Chadwell</td>
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<td>Richard Groce</td>
<td>Maury County</td>
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<td>Rebekah Norman</td>
<td>Rutherford County</td>
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<td>Jake Mallard</td>
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<tr>
<td>Milton Orr</td>
<td>Greene County</td>
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</tbody>
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Appendix B

Publications

Click on links, below, to view publications.

- Basic Regulatory Considerations for Retail and Non-retail Meat Sales in Tennessee – PB 1805 (October 2012)
- General Overview of The History, Regulations and Inspection Information for Direct Meat Marketing in Tennessee – PB 1819 (December 2013)
- Understanding Yield Grades and Quality Grades for Value-Added Beef Producers and Marketers – SP 755 (December 2013)
- Initial Considerations for Starting a Small-Scale Livestock Harvest and Processing Facility - CPA Info #221 (May 2014)
- Tennessee Value-Added Beef: Entrepreneur Experiences – D9 (June 2014)
- Improving Communications with your Beef Processor - PB 1820 (June 2014)
- How Much Meat to Expect from a Beef Carcass - PB 1822 (June 2014)
- 2014 Tennessee Value-Added Beef Conference