



## **Summary of Participant Evaluation Forms for Value-Added Beef Workshop -- Marketing Live Animals for Custom Processing and How Much Meat to Expect from a Beef Carcass**

Rob Holland  
Director and Extension Specialist  
*Center for Profitable Agriculture*

The “Marketing Live Animals for Custom Processing and How Much Meat to Expect from a Beef Carcass” workshop was conducted in three locations in Tennessee during March 2015. A total of 126 people attended the three sessions and 97 participants completed a workshop evaluation forms for a response rate of 77 percent (a copy of the evaluation form is included in the Appendix). A summary of the date and total attendance at each location is provided in Table 1.

<b>Table 1. Date, Attendance and Completed Workshop Evaluation Forms for Each Location</b>				
<u>Location</u>	<u>Date</u>	<u>Attendance</u>	<u>Completed Surveys</u>	<u>Completed Surveys as Percent of Total</u>
Greeneville	March 2, 2015	55	43	44%
Lebanon	March 9, 2015	43	31	31%
Paris	March 10, 2015	28	25	25%

When participants were asked to indicate how many head of cattle they currently own, responses ranged from 0 to 800 and the average number of head of cattle owned by each participant was 78. Only 4 participants did not have any cattle while 21 (22 percent) of the participants had more than 100 head. A majority of the participants (48, 50.5%) had between 20 and 80 head of cattle.

Only 8 percent of the participants currently sell beef cuts direct to consumers while 34 percent currently sell live animals for custom harvest. Interestingly, all of the participants indicating that they currently sell beef cuts to consumers also indicated that they have a retail meat permit from the Department of Agriculture. (note, this is the first value-added beef workshop evaluation where all of those reporting meat sales also had a retail meat permit)

When asked to use a scale of one to 10 (where 1 is terrible and 10 is excellent) to provide an overall rating of the workshop, all responses were between 6 and 10 with 49 percent rating the workshop as a 10, Excellent. The average rating was 9.26.

When asked if they would recommend the workshop to others interested in direct marketing beef cuts or live animals for freezer beef, 100 percent of the participants responded “yes.”

Participants were also asked to use the one to 10 rating (where 1 = very little and 10 = a whole lot) to describe how much they learned about 9 different topics that were taught in the workshops. The range of ratings was 2 to 10. At least one participant rated each topic a 10. The average rating for each topic was between 8 and 9. Table 2 provides a listing of the topics that were taught and the average rating.

<u>Topic</u>	<u>Average Rating</u>
How to better document the sale of a live animal	8.95
How to use a bill of sale	8.78
Improving discussion and communication with processor	8.76
The Difference in Live Animal Sales Retail Meat Sales	8.76
Documenting sales to multiple buyers in shares	8.76
Amount of Meat from Various Cuts	8.42
Factors Affecting Yield	8.36
Dressing Percentage	8.33
Primal and Sub-Primal Cuts of Beef	8.32

When asked to indicate the two most important things learned in the workshop, 76 participants provided responses. Responses have been grouped and listed in Table 3 with the number of participants indicating each response.

<u>Most Important Things Learned</u>	<u>Responses</u>
Meat Cutting/Cuts of Beef	27
USDA vs. Custom-exempt Regulations	17
Selling Live Animals	16
Yield	15
Importance of Communication	15
Importance of Documentation	10
Bill of Sale	9
Dressing Percentage	7
New Beef Cuts	6
Permits Needed for Meat Sales	4

When asked for suggested topics for future value-added beef workshops, 29 participants provided a variety of suggestions. The topics suggested for future workshops are listed in table 4 along with the number of responses for each.

**Table 4. Topics Suggested for Future Value-Added Beef Workshops and the Number of Participants Suggesting**

<u>Suggested Topic</u>	<u>Number of Suggestions</u>
Pricing	7
Grass vs. Grain	5
New Cuts of Beef	4
Retail Beef Sales /Permits	3
Marketing	2
Costs /Economics	2
Feeding/Nutrition	2
Hands-on Carcass Cutting	2
Genetics/Breeds	2
Web marketing	1
Organic	1
How to (Optimal) Finishing	1

The following is a list of additional comments provided by participants.

- This program should be provided to 4-H members that are marketing show steers.
- Very good workshop.
- Absolutely a great class.
- Custom processing part was a little long.
- Great session and great food.
- Please post slides on line.

Summary: During March 2015, the value-added beef workshop titled *Marketing Live Animals for Custom Processing and How Much Meat to Expect from a Beef Carcass* was conducted in three locations across the state. Dr. Dwight Loveday and Rob Holland served as instructors for the program while Milton Orr, Ruth Correll, Ranson Goodman and James Yoder served as local hosts for the sessions. A total of 126 people attended the three sessions and a majority of the participants had between 20 and 80 head of cattle with an average of 78 head per participant. On a one to ten scale (where 1 = terrible and 10 = excellent) the average rating for the overall workshop was 9.26 and 100 percent of the participants indicated they would recommend the workshop to others. Using the same one to ten scale, individual topics ranged from an average of 8.95 to 8.32. When asked to indicate the two most important things learned in the workshop, *Meat Cutting/Cuts of Beef*, *USDA vs. Custom-exempt Regulations*, *Selling Live Animals* and *Yield* were the top-four. When asked to provide suggested topics for future workshops, *Pricing*, *Grass vs. Grain*, *New Cuts of Beef* and *Retail Beef Sales/Permits* were the most suggested.

