

Marketing Livestock and Other Ranch Products

Wednesday, November 20, 2019



Includes a Tour of a Local Ranch

Topics

- Marketing principles applied to Ranch Products
- Marketing Avenues: Requirements, considerations, what fits you
- Knowing your Customer and how to negotiate
- Selling through 101 Livestock: Categories and Value.
- Challenges and successes of selling grassfed beef
- New standards in AB 2114 for selling whole animals (cattle only)
- Healthy Soils Practices
- Creating Value Added Products and marketing infrastructure

RSVP : Pam Krone (by 11/15/19)
pam.krone@noaa.gov or
831-647-4238

Date: 11/20/19

Time: 8:30 - 3:30

Location: Elkhorn Slough Reserve
1700 Elkhorn Road
Watsonville, CA

Cost: \$15 includes lunch



United States Department of Agriculture

Natural Resources Conservation Service



Cap and Trade
Dollars at Work



Confirmed Speakers: Dina Izzo - BluDog Consulting, Julie Morris - Morris Grassfed, Jim Warren - 101 Livestock, Sarah Lopez - Fiesta Farm, Devii Rao - UC Cooperative Extension, Pam Krone - California Marine Sanctuary Foundation