

Food Systems Resiliency Webinar Series

#3 *The ins and outs of niche markets, August 11, 2020*

This webinar provided insights to logical analyses to conduct prior to embarking upon providing locally sourced meats. Some of the main topics covered included overview of potential logistical and regulatory barriers associated with small scale, locally sourced meats.

Speaker Bios and resource links:



Larry Forero lforero@ucanr.edu
Livestock and Natural Resources Advisor
University of California Cooperative Extension – Shasta and Trinity Counties
County Director – Shasta County

Larry Forero is the Livestock/Natural Resource Farm Advisor serving Shasta and Trinity Counties. He works with livestock producers, ranch managers and resource professionals. Together they define gaps in knowledge. Larry conducts research to provide information to fill identified gaps. Results benefits natural resource managers daily.

Dr. Forero holds a Ph.D. from UC Berkeley in Wildland Resource Science and a Master's degree from Colorado State University in Range Management.

Sample costs for beef cattle finished on grass:
https://coststudyfiles.ucdavis.edu/uploads/cs_public/57/47/574734fo-24ac-4ecd-8d2d-1c5afa20bfa2/2017grassfinishedbeefshastafinalraft71917.pdf

Niche beef production:
<https://anrcatalog.ucanr.edu/pdf/8500.pdf>

Dan Macon dmacon@ucanr.edu
Livestock and Natural Resources Advisor
University of California Cooperative Extension – Placer/Nevada/Sutter/Yuba
County Director – Placer/Nevada

Dan's research and extension priorities focus on climate resilience in rangeland agricultural production systems, livestock-predator coexistence, targeted grazing management, and ranch business viability. Dan also provides administrative oversight for the 4-H Youth Development Program in Placer and Nevada Counties. Previously he was an Associate Specialist in Rangeland Science and Management at UC Davis. He was the founding executive director of the California Rangeland Trust (established by the California Cattlemen's Association).

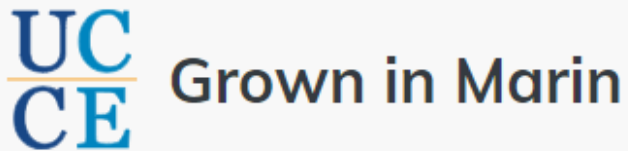
Dan holds a Master's degree in Integrated Resource Management from Colorado State University and a Bachelor's degree in Agricultural and Managerial Economics from UC Davis. He currently serves as president of the California Wool Growers Association and is a past president of the California-Pacific Section of the Society for Range Management.

https://ucanr.edu/sites/placernevadasmallfarms/Livestock/Niche_Meat_and_Processing/

<https://ucanr.edu/blogs/blogcore/postdetail.cfm?postnum=43123>

<https://ucanr.edu/blogs/blogcore/postdetail.cfm?postnum=41282>

<https://ucanr.edu/blogs/blogcore/postdetail.cfm?postnum=30656>



Vince Trotter vtrotter@ucanr.edu **Sustainable Ag Coordinator and Agricultural Ombudsman, Marin County**

Vince Trotter is a Sustainable Agriculture Coordinator and Agricultural Ombudsman with UC ANR. Vince works to support the long-term viability of farming and ranching in Marin County. He works with producers to develop new enterprises and new ag practices. This includes one-on-one work with individuals, and delivery of workshops, factsheets, and an extensive website of resources at www.growninmarin.org. He also helps producers understand and navigate the many rules, regulations, permits and licenses that apply to commercial ag operations.

Vince serves on the Board of Directors for Sonoma County Farm Trails and on the Advisory Board for the Sustainable Agriculture Program at Santa Rosa Junior College. Vince and his wife farm four acres of row crops and tree fruit in Santa Rosa.

[http://growninmarin.org/For Farmers and Ranchers/Livestock and Dairy/](http://growninmarin.org/For_Farmers_and_Ranchers/Livestock_and_Dairy/)

topics include:

- Whole animal sales for custom processing
- Flow chart of legal meat processing and sales
- Livestock slaughter and meat processing requirements in CA