Tennessee Value-Added Beef Program

Educational programs and materials for Tennessee beef producers interested in marketing live animals for custom harvest or beef cuts directly to consumers.

Project Teams and Leaders

- Production – Justin Rhinehart
- Harvesting, Processing & Meat Quality – Dwight Loveday
- Cost Analysis & Overall Budgeting – Hal Pepper
- Marketing – Megan Bruch
- Outreach & Educational Program Planning – Rob Holland

Project Website – [https://ag.tennessee.edu/cpa/Pages/VA%20Beef.aspx](https://ag.tennessee.edu/cpa/Pages/VA%20Beef.aspx)

Program Resources

**Webinar Series**

Webinars will be held the 2nd and 4th Tuesdays of the month from October 2012 to March 2013 from 6:30pm to 8pm Central/7:30pm to 9pm Eastern. Links to archived sessions are available from project website.

To receive a link by email to join each webinar, send an email to cpa@utk.edu with the following information:

- Name, County (or State if not TN), Email Address

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic(s)</th>
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<tbody>
<tr>
<td>October 9, 2012</td>
<td>Begin With the End in Mind: An Introduction to the Market, Potential Customers, Opportunities and Challenges of Value-Added Beef</td>
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<tr>
<td>October 23, 2012</td>
<td>What You Need to Know to Market Live Animals for Custom Harvest: Navigating Regulations and Analyzing the Potential for Profit</td>
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<tr>
<td>November 13, 2012</td>
<td>Basic Regulations for Marketing Beef to Consumers and Wholesale (Retail Meat Sales Permit, Weights and Measures, Nutritional Labeling, Wholesale Registration)</td>
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<td>December 11, 2012</td>
<td>Circling the Wagons: Managing the Legal Risk of Direct Marketing Beef</td>
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<td>December 25, 2012</td>
<td>-No Webinar Scheduled-</td>
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<td>January 8, 2013</td>
<td>Marketing: It’s Not Magic, It’s Mandatory</td>
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<td>January 22, 2013</td>
<td>Making Special Claims About Your Beef On the Label and Off</td>
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<tr>
<td>February 12, 2013</td>
<td>What You Should Know About Your Product</td>
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<tr>
<td>February 26, 2013</td>
<td>What You Should Know About Your Product (continued) and Become Sales Tax Savvy</td>
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<tr>
<td>March 12, 2013</td>
<td>Developing Effective Marketing Materials and Tools</td>
</tr>
<tr>
<td>March 26, 2013</td>
<td>Resource Round-up: Available Resources for Local Beef Marketers</td>
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E-mail News/Discussion Group

Sign up to receive e-mails with information regarding upcoming educational events and available resources. Participants may also submit questions to the group or answer questions asked by another user. Automatically subscribe to the group by sending an e-mail to TN-Value-Added-Beef+subscribe@googlegroups.com

Basic Regulatory Considerations for Retail and Non-retail Meat Sales in Tennessee: Guidance for Farmers Interested in Value-added Beef Marketing Activities


What's Next

On-Farm Workshops/Tours – April/May 2013
- Tennessee Grassfed Beef – Phil Baggett
- Yoder Brothers Meat Processing & Yoder Farms Beef, Henry County – James Yoder
- Double A Farm, Grundy County – Steve Ahearn
- UT Beef, Knox County - ETREC
- Out-of-State Tour – TBD

Travel reimbursement funds will be available for some agents and area farm management specialists to attend.

Regional Value-Added Beef Workshops – 2013
Producer Focus Groups - 2013
Consumer Surveys - 2013
Tennessee Value-Added Beef Conference – 2014
More educational publications and fact sheets – 2013-2014

To date, external funding support for the Tennessee Value-Added Beef Program has been provided by:

Do you have questions or ideas or want to join a project team?
Contact Megan Bruch at mlbruch@utk.edu or (931) 486-2777 or any of the team leaders.