



CAROLINA MEAT CONFERENCE

www.carolinameatconference.com

Conference Schedule March 25-27, 2011

Cabarrus Event Center-Concord, North Carolina

Friday, March 25th

9am-12pm	<p>Optimizing Carcass Utilization: A Training for Commercial Meat Processors Dr. Gregg Rentfrow, University of Kentucky, Department of Animal and Food Sciences. Gregg will demonstrate efficient beef and pork carcass fabrication, including value added beef cuts developed by the Beef Check-off program. This is a hands-on training for processors and their staff to master these techniques enabling their customers to optimize profits on animal carcasses. Gregg's entertaining and laid back style promise to make this workshop fun and informative. (Limited to 25 participants) Advanced registration required, please see registration package.</p>
12pm-1pm	<p>Lunch- The Farmhand Foods Sausage Wagon will be on-site to tempt your taste buds with a selection of local sausages.</p>
1pm-4pm	<p>Beef and Pork Carcass Breakdown for Farmers Dr. Gregg Rentfrow, University of Kentucky, Department of Animal and Food Sciences Gregg will break down a side of beef and pork into NAMP standardized cuts for a farmer only audience. Learn first-hand how to locate and identify the most valuable cuts of beef and pork, communicate your preferences to processors, and better market your meat to your customers.</p>
1pm-2:30pm	<p>Developing Value-Added Products: Economics, Mechanics and Logistics in Small Plants Dr. Dana Hanson, Meat Extension Specialist, NC State University. Join Dr. Hanson for a strategic session on meat producers' most frequently requested service: value-added products. Dr. Hanson will demystify these processes and provide specific examples of costs, equipment, labor and regulatory issues specific to small plants. A good value-added product program should be profitable for both the processor and the farmer.</p>
2:30pm-3pm	<p>Break- Exhibit Hall Opens & Meat Cutting Demonstration with The Butcher's Guild</p>
3pm-4:30pm	<p>Policy and Regulatory Issues in Meat Processing A panel of regulatory experts will discuss the latest issues concerning small plants, including food safety and defense, nutrition labeling requirements and more. Keith Payne, USDA, Food Safety Inspection Service Don Delozier, NCDA, Meat and Poultry Inspection Division Moderator: Dr. Dana Hanson, NC State University</p>
2pm-5pm	<p>Concurrent Session for Consumers Butchery Craft in Your Home Kitchen This session will give home chefs basic butchery skills suitable for use in the kitchen. Buying whole animal carcasses and processing at home is fun, rewarding and economical. Expert butchers will walk you through a hands-on experience breaking down whole lamb, pig and chicken carcasses. Participants will take home \$100 worth of meat, a boning knife and a Butcher's Guild tote bag. Tia Harrison, The Butchers' Guild, Executive Chef, Sociale, San Francisco, CA Marissa Guggiana, The Butcher's Guild, Author, President, Sonoma Direct, Petaluma, CA Berlin Reed, The Butcher's Guild, The Ethical Butcher, Portland, OR Advanced registration required; please see registration package.</p>
5pm-6pm	<p>Social (wine, beer, meat tastings) & Visit Exhibitors</p>
6pm-8pm	<p>Dinner- Chef Chad Muller and staff will pare local meat selections with seasonal side dishes to create a meal to remember. Storytelling- Anyone who has worked with animals for long has one or two good stories to share. Join us for some of the most entertaining tales, yarns, and outright lies from local farmers and butchers. If you have a good story to tell please contact casey@ncchoices.com or 828-216-2966 to get on the schedule.</p>

Saturday, March 26th

7am-8am	<p>Registration Coffee and Pastries in Lobby, Exhibit Hall Opens at 8am</p>
8am-9am	<p><u>Welcome</u> Casey McKissick, Project Coordinator, NC Choices Jay White, Chairman, Cabarrus County Board of Commissioners Aaron Newton, Local Food Systems Program Coordinator, Cabarrus County <u>Opening Remarks</u> TBD, NC Department of Agriculture and Consumer Services Statewide Perspectives: Understanding Growth in the Local Meat Industry Jennifer Curtis, Project Director, NC Choices</p>
9am-10am	<p>Models of Collaboration: Hear from this panel of experienced farmers and meat processors about the challenges and successes of navigating unprecedented growth in the local meat industry. <u>Panelists:</u> Seth Church, Apple Brandy Beef, North Wilkesboro, NC & Teddy Thomas, Thomas Brothers Abattoir, North Wilkesboro, NC Richard Huettman, Acre Station Meat Farm, Pinetown, NC & Uli Bennewitz, Weeping Radish Farm, Brewery and Butchery, Grandy, NC Jamie Ager, Hickory Nut Gap Farm, Fairview, NC & Jimmy Mays and Misty Dyson, Mays Meats, Taylorsville, NC Jerry Matkins, Matkins Meats, Gibsonville, NC Moderator: Jennifer Curtis, Project Director, NC Choices</p>
9am-12pm	<p>Concurrent Session for Consumers Butchery Craft in Your Home Kitchen This session will give home chefs basic butchery skills suitable for use in the kitchen. Buying whole animal carcasses and processing at home is fun, rewarding and economical. Expert butchers will walk you through a hands-on experience breaking down whole lamb, pig and chicken carcasses. Participants will take home \$100 worth of meat, a boning knife and a Butcher's Guild tote bag. Tia Harrison, The Butchers' Guild, Executive Chef, Sociale, San Francisco, CA Marissa Guggiana, The Butcher's Guild, Author, President, Sonoma Direct, Petaluma, CA Berlin Reed, The Butcher's Guild, The Ethical Butcher, Portland, OR Advanced registration required; please see registration package.</p>
10am-10:30am	<p>Break- Visit Exhibitors & Meat Cutting Demonstration with The Butchers' Guild</p>
10:30am-12pm	<p>Concurrent Sessions Toward a Common Understanding of Pasture-Raised Beef: Development of NC Guidelines Pasture finished beef has enormous potential in NC. Join Dr. Poore as he discusses the critical role of pasture-finished beef in the "scaling up" of the local meat industry. Dr. Poore will provide a comprehensive program for finishing beef using rotational grazing management with free choice dietary supplements for efficient weight gain and more consistent marbling. Dr. Matt Poore, Beef Extension Specialist, NC State University Johnny Rogers, Rogers Cattle Company, Roxboro, NC Moderator: Sandy Maddox, Associate Director, Mt. Olive College, Mt. Olive, NC</p> <p>Tools for Growing Your Processing Business. A panel will discuss growth, economic and market issues of concern to small meat plant managers. Topics will include financial benchmarking, knowing when to invest in new equipment and capital improvements, risk assessment and accessing capital. <u>Panelists:</u> Arion Thiboumery, Co-Director, Niche Meat Processors Association Mike Lorentz, Owner, Lorentz Meats, Cannon Falls, MN Anna Tefft, Director of Lending, Natural Capital Investment Fund, Winston-Salem, NC David Lee, Carolina Farm Credit, Asheville, NC Moderator: Smithson Mills, President-Smithson Mills, Inc, Asheville, NC</p>
12pm-1:30pm	<p>Lunch – Burgers on the grill with all the trimmings to top it off and side dishes to match. All meat selections are sourced from NC pasture-based farmers. Plenary Remarks TBD, North Carolina Farm Bureau</p>

	<p>Cutting by the Book- Using the NAMP Guide for Farmers, Chefs, Food Service and Meat Processors Farmers, Meat Processors and Food Service buyers will benefit from adopting a standardized meat cutting identification program. The North American Meat Processors Association publishes the definitive Meat Buyer’s Guide that offers all sectors of our industry access to a “common language” when identifying hundreds of beef, lamb, pork, veal, poultry cuts including variety meats and edible by-products as well as the beef value-added cuts developed with funding from the Beef Check-Off Program. Dr. Gregg Rentfrow, University of Kentucky, Department of Animal and Food Sciences. NC Choices will offer special pricing on these guides for conference participants.</p>
1:30pm-3pm	<p>Concurrent Sessions</p> <p>Demystifying Marketing Claims If marketing claims for meat have your head spinning, you are not alone! A panel of local experts discusses and answers consumers’ tough questions about meat labels, nutritional facts, and marketing claims for meat. <u>Panelists:</u> Dr. Alice Ammerman, Professor, Department of Nutrition and Director for the Center for Health Promotion and Disease Prevention, UNC School of Public Health Dr. Beth Yongue, Assistant Director, NC Department of Agriculture and Consumer Services, Meat and Poultry Inspection Division Andrew Gunther, Program Director, Animal Welfare Approved Moderator: Roland McReynolds, Executive Director, Carolina Farm Stewardship Association, Pittsboro, NC</p> <p>Tackling Local Meat Sales in Retail, Foodservice and Wholesale Markets As demand for local meat grows, retail butcher shops, grocery stores, restaurant and food service, and wholesale aggregators face unique challenges in adapting their business models to accommodate a dynamic, non-traditional supply chain. Learn how these ventures are addressing their unique challenges to create a competitive market for local meats. <u>Panelists:</u> Ruffin Slater, General Manger, Weaver Street Market, Hillsborough, NC Chris Jones, Buckhead Beef Specialist, Sysco, Charlotte, NC Tina Prevatte, CEO, Farmhand Foods, Durham, NC Denny Trantham, Executive Chef, Grove Park Inn, Asheville, NC TBD, Whole Foods Market, Atlanta, GA Moderator: John O’ Sullivan, CEFS Co-Director, NC A&T Extension, Center for Environmental Farming Systems</p> <p>Addressing Regional Processing Needs: A Review of Current Efforts to Expand Capacity At no time in the past has the small meat processing industry been faced with such a rapid need for development. With increasing demand, small plants are re-tooling their business models to meet farmer and consumer demand for a wide variety of services. Learn about various projects in NC and beyond that are developing much needed infrastructure. <u>Panelists:</u> Appalachian Feasibility Assessment, Peter Marks, Appalachian Sustainable Agriculture Project Cabarrus County & Cruse Meats Kill Floor, Debbie Bost, Director, Cabarrus County Cooperative Extension Foothills Pilot Plant- McDowell County’s Small Animal Processing Facility, Smithson Mills Protein for the Poor/ Mays Meats, Dr. Alan Rice, Rural Faith Community Development Corporation Grayson LandCare Processing Facility Project, Danny Boyer, President of Grayson LandCare Moderator: Sandy Maddox, Associate Director, Mt. Olive College, Mt. Olive, NC</p>
3pm-3:30pm	<p>Break-Visit Exhibitors & Meat Cutting Demonstration with the Butcher’s Guild</p>
3:30pm-5pm	<p>Facing Ethical Issues in a Growing Market: The Importance of Transparency in Sourcing & Production With the unprecedented growth of the local meat industry comes an enormous responsibility from producers, processors and marketing agencies. Consumers are faced with a dizzying array of marketing and production claims as well as conflicting messages from media, science and interest groups over their food choices. This panel will discuss the importance of consistent and accurate messaging to consumers concerning product sourcing and production methods. Scott Marlow, Rural Advancement Foundation International, Pittsboro, NC Berlin Reed, The Ethical Butcher, Portland, OR Ben Bergman, Fickle Creek Farm, Efland, NC V. Mac Baldwin, Baldwin Charolais Beef, Yanceyville, NC Moderator: Casey McKissick, Coordinator, NC Choices</p>

5pm-6pm	<p>Social (beer, wine, meat tastings) Visit Exhibitors Book Signing, Marissa Guggiana, <i>Primal Cuts: Cooking with America's Best Butchers</i></p>
6pm-7:30pm	<p>Dinner: Award winning Pit-master Bill Eason, of Marshville, NC, will serve slow smoked NC barbeque using local, pastured hogs cooked on-site, with traditional NC sides and a whole hog presentation you won't forget. Keynote: Scaling the Supply of Quality, Local Meats, Mike Lorentz, Lorentz Meats, Cannon Falls, MN: Learn how this mid-scale meat processing company has grown to meet the demand for niche meat, providing custom slaughter and processing for both national brands and individual farmers.</p>
8pm-11pm	<p>Evening – Butchers' Guild Mixer at the Speedway Club, Charlotte Motor Speedway (off-site). Enjoy hors devours, drinks and socializing from the 6th floor overlooking the track. Advanced ticket purchase required; please see registration package.</p>

Sunday, March 27th

8am-9am	Coffee and Pastries in Lobby
9am-10:15pm	<p>Concurrent Sessions Low Stress Cattle Handling Demonstration & Pasture Management Strategies (repeated at 10:30am-12pm) A 'must attend' session for beef producers of all types. This workshop will be held outdoors utilizing live cattle to demonstrate best practices for handling and sorting, including chute and head gate management, and "flight zones". Participants will learn important pasture management strategies for raising and finishing beef cattle in the southeast, including portable fencing and charging equipment, portable water, feeder and mineral containers, grazing methods and strategies for efficient forage utilization. Representatives from Cabarrus County's own Pasture Management Systems, Inc. will be on-site to showcase and discuss fencing equipment and supplies. Dr. Mark Alley DVM, NC State University Dr. Matt Poore, NC State University Beef Extension Specialist & CEFS Beef Unit Coordinator</p> <p>Setting Up an Outdoor, Pasture-Based Hog Operation Demand for pasture-raised pork continues to increase. This workshop is intended for farmers new to raising hogs outdoors. A panel of experts will share critical information about start-up and maintenance costs, equipment needs, labor requirements and marketing strategies. Lee Menius, Wild Turkey Farms, China Grove, NC Dr. Niki Whitley, NC A&T University, Department of Animal Science & CEFS Swine Unit Coordinator Renee Parker, Parker Farms, Hurdle Mills, NC Jeremiah Jones, President, NC Natural Hog Growers Association, Grassroots Pork Co, Beulaville, NC Moderator: Chris Bordeaux, CEFS' Conservation Innovation Project</p>
10:15am-10:30pm	Break & Visit Exhibitors
9am-12pm	<p>Concurrent Session for Chefs and Food Service Buyers Chef Butchery Training This workshop is geared specifically for chefs and food service buyers. Expert butchers will break down hog and lamb carcasses and provide participants with a unique hands-on training opportunity. Chefs will glean new methods for utilizing whole animals--enabling purchases from local farmers and lowering food costs. Tia Harrison, The Butchers' Guild, San Francisco, CA Marissa Guggiana- The Butcher's Guild, Petaluma, CA Craig Deihl- Executive Chef, Cypress, Charleston, SC Advanced registration required; please see registration package.</p>
10:30am-12pm	<p>Concurrent Sessions Low Stress Cattle Handling Demonstration & Pasture Management Strategies (repeated from 9am-10:15am) A 'must attend' session for beef producers of all types. This workshop will be held outdoors utilizing live cattle to demonstrate best practices for handling and sorting, including chute and head gate management and "flight zones". Participants will learn important pasture management strategies for raising and finishing beef cattle in the southeast, including portable fencing and charging equipment, portable water, feeder and mineral containers, grazing methods and strategies for efficient forage utilization. Representatives from Cabarrus County's own Pasture Management Systems, Inc. will be on-site to showcase and discuss fencing equipment and supplies. Dr. Mark Alley DVM, NC State University</p>

Dr. Matt Poore, NC State University Beef Extension Specialist & CEFS Beef Unit Coordinator

Protecting Pasture, Managing Nutrients and Conserving Soil in Outdoor Hog Operations

Come learn how you can better manage your pastures in outdoor hog operations—minimizing losses from your land and wallet. A panel of experts will share their latest research findings on the impact of hogs on pasture and discuss strategies for capturing and utilizing nutrients, protecting forages, and situating high use areas.

Chris Bordeaux, CEFS' Conservation Innovation Grant Project

Silvana Pietrosevoli, NC State, Department of Animal Science

Moderator: **Dr. Niki Whitley**, NCA&T University & CEFS' Swine Unit Coordinator

Pastured Poultry Genetics and Mobile Processing Demonstration

This workshop is for new and experienced poultry producers. Local pastured poultry experts present findings on the impact of outdoor access and genotype on pastured broiler performance, meat quality, and sensory attributes, including a recent carcass evaluation comparing fast-growing Cornish Cross to a slower-growing hybrid "Freedom Ranger." Representatives from NC's two inspected poultry processing facilities will be available for questions about their facilities and services. This will be followed by a demonstration of best management practices for on-farm slaughter of poultry, including small-scale humane stunning and a discussion of enterprise budgets for building your own rentable Mobile Processing Unit for exempt, on-farm poultry processing in North Carolina. The Wild Turkey Farms Mobile Processing Unit will be on-site.

Dr. Doug Smith, Associate Professor, NC State University

Dr. Anne Fanatico, Assistant Professor, Goodnight Family Sustainable Development Program, Appalachian State University, Boone, NC

Lee Menius, Wild Turkey Farms, China Grove, NC

Renee Elkins, Chaudhry Halal Meat Processing, Siler City, NC

Smithson Mills, McDowell Foothills Pilot Plant, Marion, NC

12pm-1pm

Lunch- The Farmhand Foods Sausage Wagon will be on-site to tempt your taste buds with a selection of local sausages.

1pm-2:30pm

Beef Quality Assurance Training- BQA Certification- The NC Cattlemen's Beef Council offers a certification course in Beef Quality Assurance (BQA.) Beef Quality Assurance is a nationally coordinated, state implemented program that provides systematic information to beef producers and consumers of how common sense husbandry techniques, sound record keeping and protecting herd health can be coupled with accepted scientific knowledge to raise cattle under optimum management and environmental conditions.

Bryan Blinson, Executive Director, NC Cattlemen's Association, Fuquay-Varina, NC

Additional Fee Required

BQA certification costs an additional \$45, which includes a one year membership to the NC Cattlemen's Association. NCCA members can become certified for \$25 (Lunch included).