



CAROLINA MEAT CONFERENCE

www.carolinameatconference.com

Bringing together independent meat producers, processors, buyers and allied professionals for a weekend of workshops, trainings, panel discussions and networking to strengthen marketing and processing opportunities for the region's rapidly growing local meat industry.

March 25-27, 2011 at the Cabarrus Arena and Event Center in Concord, North Carolina

- **Explore** how production and processing practices impact meat quality and marketability.
- **Engage** in hands-on training to improve carcass utilization, learn artisanal butchery techniques, and develop value-added products.
- **Learn** about innovative marketing alliances that are expanding the supply of local meat, and
- **Discuss** emerging trends and issues, including regulatory compliance, food safety, mobile slaughter, pasture management, animal welfare, marketing claims, production standards, third party certification and ethics.
- **Panel Discussions, Presentations, and Demonstrations** with representatives from NC Meat and Poultry Inspection Division, USDA, and NC Cooperative Extension, as well as North Carolina's best meat producers, processors, butchers, chefs and food entrepreneurs.

HANDS-ON TRAININGS

- **Optimizing Carcass Utilization: A Training for Commercial Meat**
- **Beef & Pork Carcass Breakdown for Farmers**
- **Artisanal Butchery and Whole Animal Utilization for Chefs and Foodservice Professionals**
- **Butchery Craft in Your Home Kitchen for Consumers**



Presenters Include:

Dr. Gregg Rentfrow, University of Kentucky, Food & Meat Science

Tia Harrison, The Butcher's Guild, Owner - Avedanos Meat Market and Executive Chef - Sociale, San Francisco, CA

Marissa Guggiana, The Butcher's Guild, President -Sonoma Direct Sustainable Meats and Author of *Primal Cuts: Cooking with America's Best Butchers*

Craig Deihl, Executive Chef- Cypress, Charleston, SC

Berlin Reed, The Ethical Butcher, Portland, OR

KEYNOTE: Scaling the Supply of Quality, Local Meats with

Mike Lorentz, President, Lorenz Meat, Cannon Falls, MN



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NC Choices and the Carolina Meat Conference is a program of the Center for Environmental Farming Systems (CEFS). Donations to Friends of CEFS are tax-deductible and held in the North Carolina Agricultural Foundation, Inc., a 501(c)(3) organization (tax ID 56-6049304). Carolina Meat Conference sponsorships are eligible for tax-deductions.