

Goat/Sheep: Connecting Producer to Consumer

SEPTEMBER 30, 2020

6:30PM-8:00PM CST

REGISTER AT: [Z.UMN.EDU/GOAT-SHEEPMARKETING](https://z.umn.edu/goat-sheepmarketing)

FREE TO ATTEND

The University of Minnesota Extension will host a webinar on Wednesday September 30th starting at 6:30pm CDT focusing on the different factors and steps to connect goat and sheep producers with consumers.



Discussion will center around the different types of processing and direct marketing, cuts of meat, profit calculators, outlets for direct marketing, and how to tell your story. Farmers, 4-Hers, ag business professionals who work with farmers, and those interested in goats or sheep are invited to attend.

Speakers & Topics

Dr. Travis Hoffman—Sheep Extension Specialist, U of M/NDSU Extension

Rashed Ferdous—Local Meat Specialist

Representative from the MN Dept of Ag, Dairy and Meat Inspection Division

- Direct marketing & regulations regarding meat processing—what you can and can't do
- Managing costs & customer expectations
- Growing specialty meat marketing opportunities in Minnesota
- Animal record keeping—Animal ID
- Factors affecting marketing sheep & goats
- Age, muscularity, and correct finish

RSVP

Pre-registration is required. Please register at z.umn.edu/Goat-SheepMarketing by 12:00 pm (noon) on Wednesday September 30th. The Zoom link will be emailed to you after registration closes. If you are unable to attend the live session, you will receive the recording via email. Any questions please contact: Brenda Miller at nels4220@umn.edu or Colleen Carlson at traxl042@umn.edu



Team members: Brenda Miller-Todd County, Colleen Carlson-Carver/Scott Counties, Claire LaCanne-Rice/Steele Counties, Brenda Postels-Stearns, Benton, Morrison Counties, Wayne Martin-U of M- St. Paul Campus, Dr. Travis Hoffman-U of M/NDSU Extension