



2025 Northeast Beef Producer Workshop – Tentative Agenda

Friday, June 6, 2025 – Saturday, June 7, 2025

Location: Cambridge, VT

Friday, June 7, 2025 – Farm Tour, Beef Quality Assurance (BQA) Training and Networking Dinner

12:00PM – 4:00PM – Beef Quality Assurance (BQA) Training & Farm Tour – hosted at Boyden Farm (44 VT-104 Cambridge, VT)

The BQA Training will be facilitated by Hannah Walters, PA State BQA Coordinator & Dr. Marissa Hake

Beef Quality Assurance (BQA) is a program that provides systematic information to U.S. beef producers of how good husbandry techniques can be coupled with accepted scientific knowledge to raise cattle under optimum management conditions.

6:00PM – Networking Dinner – The Barn at Boyden Farm (44 VT-104 Cambridge, VT)

Enjoy an evening of networking as we enjoy a delicious beef meal together.

Overnight Accommodations: Best Western Plus Windjammer Inn (1076 Williston Road, S. Burlington, VT 05403)

Saturday, June 8, 2025 – Hosted at The Barn at Boyden Farm (44 VT-104 Cambridge, VT 05444)

8:45AM – 9:00AM – Registration

Stop by our registration table to pick up your name badge and beef swag bag.

A light breakfast spread with coffee, tea and OJ will be available

9:00AM – 9:30AM – Introductions

Kaitlyn Swope, Director of Marketing, Northeast Beef Promotion Initiative

Northeast Beef Promotion Initiative – The Beef Checkoff and Our Role as a Subcontractor

Beef Producer Attendees – Where Are You From, Operation Type, Fun Fact

Please reach out to Kaitlyn Swope, Northeast Beef Promotion Initiative with any questions or concerns.

Email: kswope@pabeef.org

Cell: 570-994-7226



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9:30AM – 10:30AM – Northeast Consumer Dashboard Survey Findings

The latest findings related to Northeast Consumer Attitudes Surrounding Beef and How It Is Raised

10:30AM – 11:30AM – Feeding Quality to Make the Grade

A Discussion Surrounding Preconditioning Calves to Ensure Consistency

11:30AM – 12:00PM – Break

Stretch your legs; refresh your coffee and continue networking

12:00PM – 1:00PM – Lunch

1:00PM – 2:30PM – Beef with a Story: Marketing Beef to Your Local Communities – Dr. Marissa Hake

Dr. Marissa Hake is a graduate of Michigan State University where she received her Bachelor's degree in Animal Science, a Doctorate in Veterinary Medicine and a Masters in Public Health. She lives in NW Ohio with her full-time farming husband Travis and their two sons McCoy and Hayes. Marissa is passionate about communicating with consumers about modern agriculture through her personal social media accounts - CalfVet on Facebook and @CalfVet_ on Instagram. When she's not working her full-time role as the Director of Animal Welfare and Sustainable Farming for fairlife, she's helping manage her British White beef cow herd and Black Label Farm Market – their direct to consumer meat shop. She spends her days balancing being a farmer's wife, boy mom, veterinarian and beef producer!

2:30PM – 3:00PM – Wrap-Up

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