



2022 Northeast Beef Producer Workshop

Friday, May 13, 2022, at the Penn Stater Hotel & Conference Center
215 Innovation Blvd State College, PA 16803
Room 108

Workshop Format: Hybrid format, with a focus on in-person attendees

Zoom Link for Virtual Attendees:

<https://us02web.zoom.us/j/86746123659?pwd=Y2R6MGdURmc4Qk1FRWk3SndhVEp1OT09>

Meeting ID: 867 4612 3659

Passcode: 978238

9:15AM – 9:30AM Registration (Located outside Room 108)

Stop by our registration table outside Meeting Room 108 to pick up your name badge and beef swag bag

9:30AM – 10:00AM Introductions

Kaitlyn Swope, Director of Consumer Affairs, NEBPI

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

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

10:00AM – 10:15AM Northeast Consumer Dashboard Survey Findings

Kaitlyn Swope, Director of Consumer Affairs, NEBPI

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

Please reach out to Kaitlyn Swope, Director of Consumer Affairs with any questions or concerns.

Email: kswope@pabeef.org

Cell: 570-994-7226



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10:15AM – 10:30AM Northeast Beef Directory

Kaitlyn Swope, Director of Consumer Affairs, NEBPI

Sharing the value the Directory brings to regional consumers

High-Level Statistics related to website traffic, Google Ad campaign, etc.

10:30AM – 11:30AM Marketing to Your Target Customers Roundtable Discussion

Regional Beef Producers will discuss their marketing strategies during this interactive roundtable discussion, complete with participant Q&A

Elaine Martin, Blue Cedar Beef – Mt. Solon, VA

Successful e-commerce business shipping beef across the country

Rob and Amy Hess, Bow Creek Farm & Cattle Co. – Hershey, PA

Successful retail and foodservice business serving the local Hershey community and beyond

Candice White, Dotterer Dairy – Mill Hall, PA

Successful integration of beef into the dairy operation, allowing both for integration, but also a solution to a feed problem

11:30AM – 12:30PM Industry Support Roundtable Discussion

Regional Industry Members will discuss their contributions towards marketing beef and ensuring producer profitability during this interactive roundtable discussion, complete with participant Q&A

Northeast Beef Promotion Initiative/PA Beef Council

Providing Beef Checkoff-funded resources to aid in your beef marketing endeavors

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Penn State Extension

Dr. Jonathan Campbell, Meat Extension Specialist – meatscience@psu.edu

Dr. Tara Felix, Beef Extension Specialist – tfelix@psu.edu

We share current research-based animal science information and resources with Pennsylvania and beyond.

Interactive PA Meat Processor [Map](#) resource

Pennsylvania Center for Beef Excellence

Justin Clapper, President & Michelle Kirk, Executive Secretary

The Center for Beef Excellence is a non-profit organization and was originally established in 2008 as part of Governor Edward G. Rendell's Pennsylvania Beef Task Force.

CBE seeks to partner with others in the beef industry to achieve our vision of creating a "vibrant, cohesive Pennsylvania beef industry".

Happy Valley Meat Co.

Dan Honig, Owner

Local small-scale farmers want to supply consumers in urban areas, but lack the time, infrastructure, scale and resources to move all the cuts of an animal. That's where Happy Valley Meat Co. comes in. We purchase whole animals from farmers, work with small-scale processors to portion our meat, and sell every single part of the animal to people who want it.

12:30PM

Lunch Buffet at Penn Stater Gardens Restaurant

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Note: Overnight accommodations can be arranged at the Penn Stater Hotel. These accommodations will be covered by the NEBPI.

All travel costs (mileage and meals) will be reimbursed by the NEBPI. A reimbursement sheet will be provided at the meeting. Please retain any itemized receipts related to the expenses.

Note: [The Best Beef Butcher Contest](#) will be hosted on Thursday, May 12th at the Penn State Meats Lab located on Porter Road, between the baseball stadium and Park Avenue (across from Beaver Stadium). There will be a lunch at 12PM, with the contest kicking off at 1PM.

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