



2023 Northeast Beef Producer Workshop

Friday, April 14, 2023, at the Hershey Country Club
1000 E Derry Rd, Hershey, PA 17033
Room: Weitzel

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

Zoom Link for Virtual Attendees:

<https://us02web.zoom.us/j/87533795211?pwd=RXFwcm5nUVNUQUxHYk1RbEpjUUEyUT09>

Meeting ID: 875 3379 5211

Passcode: 113265

8:45AM – 9:00AM Registration & Continental Breakfast (Located in Keystone Lobby)

Stop by our registration table in the Keystone Lobby, outside the Weitzel Room to pick up your name badge and beef swag bag. A continental breakfast spread, and coffee will be available

9:00AM – 9:30AM 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

9:30AM – 10:00AM 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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10:00AM – 10:15AM Northeast Beef Directory, Regional Resource

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.

10:15AM – 10:30AM Break

Refresh your coffee and stretch your legs

10:30AM – 11:30AM Shifting Our Mindset & Shaping New Opportunities in Challenging Times

Amanda Radke, Beef Producer and Speaker from Mitchell, SD

The COVID-19 pandemic has impacted both the health and economies of countries around the world. As producers and consumers alike grapple with the ramifications of this global crisis, at home on the farm and ranch, food producers are finding hope for the future. South Dakota cattle rancher and BEEF Daily blogger, Amanda Radke, challenges listeners to change their outlook in the face of great uncertainties, to look for new business opportunities where it appears none exist, and to pivot in creative and innovative directions in order to add value to their operations while serving as a high-quality supplier of safe, affordable, nutrient-dense food for consumers here and abroad. The overall message here is an empowering, motivating, inspiring theme that will have audiences exploring ways to INNOVATE. PIVOT. CONNECT. SERVE. And LEAD WITH POSITIVITY!

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11:30AM – 12:00PM Building Your Brand to Tell the Beef Story

Wrap up the day with some information on how breaking down misconceptions surrounding the beef industry by sharing your beef story, complete with participant Q&A

12:00PM

Lunch served in Keystone Lobby

Enjoy fellowship with fellow beef producers over lunch

Notes: Overnight accommodations can be arranged for April 13-14, 2023, or April 14-15, 2023. These accommodations will be arranged and 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.

Additional Opportunity to hear Amanda Radke Speak: The Pennsylvania Cattlemen's Association Annual [Meeting](#) will be hosted on Saturday, April 15, 2023, at the Blair County Convention Center in Altoona, PA beginning at 3PM.

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