



2024 Northeast Beef Producer Workshop

Friday, April 19, 2024 – Saturday, April 20, 2024

Location: Canandaigua, NY

Friday, April 19, 2024 - Farm Tours and Networking Dinner

2:00PM – 3:30PM – First Stop: Tamberlane Farm, 4117 East Lake Rd. Canandaigua, NY 14424

4:00PM – 5:30PM – Second Stop, Randall Weaver Feedlot, Canandaigua, NY 14424

Note: There will be time to stop at the hotel and freshen up prior to dinner

6:30PM – Dinner, Nolans on the Lake, 726 S Main St, Canandaigua, NY 14424

Saturday, April 20, 2024 - Hosted at Young Lion Brewing (24 Lakeshore Drive, Canandaigua, NY 14424)

8:00AM – 8:30AM Registration

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

8:30AM – 9:00AM 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

9:00AM – 9:30AM Northeast Consumer Dashboard Survey Findings

Mackenzie Schoen, Associate Director, Market Research, NCBA

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

9:30AM – 11:45AM Beef Checkoff Academy

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

Email: kswope@pabeef.org

Cell: 570-994-7226



Funded by Beef Farmers & Ranchers





Sarah Metzler, Director of Organizational Communications, CBB & Davis Gidney, Checkoff Education Manager, CBB

Sharing the value, the Beef Checkoff brings to regional producers, learn more about the history of the Beef Checkoff, how it is set-up and more.

11:45AM – 12:00PM Break

Refresh your beverage and stretch your legs

12:00PM – 1:00PM Lunch

Enjoy networking with fellow beef producers over lunch

1:00PM – 3:00PM Keynote Speaker

Kendall Ballantine, Marketing for Farmers

At the age of 27, Kendall ditched the power suits of her corporate career for a life in gumboots on the farm when she opened her business Central Park Farms.

Fast forward, and eight years later Central Park Farms employs a small team and is a growing direct-to-consumer producer of beef, pork, and chicken supplying the Metro Vancouver market in British Columbia, Canada.

3:00PM – 3:30PM Wrap-Up

Note: Overnight accommodations can be arranged for April 19-21, 2024. These accommodations will be arranged and covered by the NEBPI. If you need alternative dates, please reach out directly to Kaitlyn Swope.

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.

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

Email: kswope@pabeef.org

Cell: 570-994-7226



Funded by Beef Farmers & Ranchers

