

# KANSAS

## MEAT MARKETING BASICS

*Putting You a Cut Above!*



Kansas Meat Marketing Basics is a webinar series designed to provide more insight into the direct-to-consumer business model and help farmers, ranchers, butchers and others in the meat industry expand their business model.

This week-long course will cover key topics in production, processing and marketing to produce high-quality meat and new opportunities to sell to diverse market channels.

Join the Kansas Department of Agriculture, industry professionals, and a panel of successful direct-to-consumer businesses as we share information and expertise regarding the meat industry.

During the week of January 4, the Kansas Department of Agriculture will be offering a webinar series designed to provide more insight to the direct-to-consumer business model. A five-part webinar series will be held daily from 12:00 to 1:00 p.m. CST and will feature marketing and regulatory experts. This series will be for those who wish to sell direct-to-consumer. A second one-part webinar will be focused on consumers and will address consumer questions. It will be held on Wednesday, January 6, from 7:00 to 8:00 p.m. CST.

Through this first webinar series, participants can expect to learn the basics of starting a farm-to-fork business. Rachel Cutrer of Ranch House Designs, Inc. and B.R. Cutrer Inc. will cover naming and setting up a business, then discuss determining what products to sell and at what price to start producers off on the right foot and maximize potential.

Danette Amstein and Myasia Burns of Midan Marketing will discuss social media marketing as well as consumer shifts and insights. On the final day, KDA meat and poultry and food safety and lodging programs will discuss regulatory considerations when selling direct-to-consumer. Dr. Liz Boyle with K-State Research and Extension will share resources available through the Kansas Value Added Foods Lab. A panel of successful direct-to-consumer businesses will also share their knowledge and discuss effective business strategies.

Registration is required for this free event. Sessions will not be recorded so be sure to register now.

[\*\*REGISTER HERE\*\*](#)



See reverse for agenda and more information.

# MEAT MARKETING AGENDA

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## Day 1:

**Monday, January 4, 12:00 p.m. to 1:00 p.m.**

**Farm to Table Bootcamp (Rachel Cutrer, Ranch House Designs, Inc. and B.R. Cutrer, Inc.):**

- Deciding your product and specifications
- Business setup and naming
- Choosing a processing facility
- Making a business plan
- Selling your products

## Day 2:

**Tuesday, January 5, 12:00 p.m. to 1:00 p.m.**

**Farm to Table Bootcamp (Rachel Cutrer, Ranch House Designs, Inc. and B.R. Cutrer, Inc.):**

- Packaging and branding
- Building customer base
- Logistics of selling your beef
- Managing your inventory
- Pricing
- Fulfilling orders (including shipping)
- Creating incentives to buy

## Day 3:

**Wednesday, January 6, 12:00 p.m. to 1:00 p.m.**

**Consumer Shifts and Insights (Danette Amstein, Midan Marketing):**

- The marketplace
- Consumer expectations
- Convenience
- Animal welfare
- Sustainability
- Transparency
- Trust
- Branding

## Day 4:

**Thursday, January 7, 12:00 p.m. to 1:00 p.m.**

**Why Social Media? (Myasia Burns, Midan Marketing):**

- Social media marketing
- Consumer shifts and insights
- The producer's role in keeping meat on consumer's plates

## Day 5:

**Friday, January 8, 12:00 p.m. to 1:00 p.m.**

**KDA Meat & Poultry/Food Safety, KSRE Producer Panel:**

- Adam Inman, KDA Food Safety & Lodging Program
- Mike Fink, KDA Meat and Poultry Program
- Dr. Liz Boyle, Professor/Extension Specialist  
Kansas State University
- Emily and Kaden Rousch, R Family Farms (pork)
- Jacquelyne Leffler, Leffler Prime Performance (beef)
- Matt and Amy Benz (lamb)