

Opportunities for Value-added Livestock Products
Holiday Inn, Salisbury, NC
November 18 & 19, 2003

The following is a complete program outline. A number of written articles, Powerpoint® presentations and web page links were made available by presenters and can be accessed by clicking on the highlighted links.

Documents are in Adobe Acrobat format and the reader can be downloaded free from the internet at

<http://www.adobe.com/products/acrobat/readstep2.html>

Additional questions and requests should be addressed to

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November 18, 2003

9:00-10:00 am. Registration

Moderator: Geoff Benson, NCSU

10:00-10:15. Welcome: Johnny Wynne, Interim Dean, CALS, NCSU

10:15-10:35. An overview of the production and marketing of specialty products.

John O'Sullivan, NC A&T SU (Text) (PDF of Powerpoint Presentation)

10:35-11:25. Panel of 4 successful value-added livestock producers.

- Mr. & Mrs. V. Mac Baldwin, Baldwin Family Farms, Yanceyville, NC

<http://www.baldwinfamilyfarms.com>

- David Bower & Donnie Montgomery, Homestead Creamery, Burnt Chimney, VA

- Larry Pierce, Nahunta Pork, Pikeville, NC

For a description of Nahunta Pork, go to page 405-6 at:

<http://www.ciras.iastate.edu/porkmanual/Section4.pdf>

- Steve Tate, Goat Lady Dairy, Climax, NC

<http://www.goatladydairy.com>

11:25-12:00. Researching market opportunities.

Tim Johnson, ATTRA (Text) (Resource List) (PDF of Powerpoint Presentation)

12:00-1:00 pm. Lunch

Moderator: Steve Washburn, NCSU

1:00-1:40. Developing a plan for your business.

Geoff Benson, NCSU (Text) (PDF of Powerpoint Presentation)

1:40-2:10. Financing a value-added venture.

Jay Cook, Carolina Farm Credit

2:10-2:50. Legal and insurance issues.

Ted Feitshans, NCSU (PDF of Powerpoint Presentation)

2:50-3:10. Break

3:10-3:55. Regulatory agencies and food labeling issues.

John Rushing, NCSU (PDF of Powerpoint Presentation)

<http://www.ces.ncsu.edu/depts/foodsci/ext/programs/ncfood/>

3:55-4:25. Marketing and promoting your products.

John Rushing, NCSU

5:30-6:30 Social Hour: Mix and mingle, sample products. Cash bar available.

6:30. Dinner (Included in registration)

November 19, 2003

Select one of the following two concurrent sessions on dairy products or meat products. The meat products session will cover raw and processed products from a variety of species. The dairy products session will cover cheese-making, including soft and hard goat and cows milk cheeses, fluid dairy products and ice-cream.

Option 1. Dairy Products

Presenters: John Rushing, Art Hanson, Lynn Turner, NCSU

- **8:30-9:00 am.** The world of dairy products and their characteristics.
- **9:00-9:30.** Milk as an ingredient: What changes must take place to make dairy products?
- **9:30-10:00.** The basics of milk processing and equipment.
- **10:00-10:30.** Break
- **10:30-11:00.** Making cheeses.
- **11:00-11:30.** How do I assure the safety and quality of my products?
- **11:30-12:00.** Regulations dairy processors must follow.
- **12:00-1:00 pm.** Lunch (included in registration)
- **1:00.** Open question & discussion session.
- **Adjourn**

November 19, 2003

Option 2. Meat products

- **8:15-9:00 am.** Success Story 1:
Bob Danler, Concept Foods, Alma, KS (PDF of Powerpoint Presentation)
- **9:00-9:15 am.** Break
- **9:15-9:30.** "Things to Think About."
Dana Hanson, NCSU (PDF of Powerpoint Presentation)
- **9:30-10:00.** Food Safety in the Meat Industry.
Dana Hanson, NCSU
- **10:00-10:30.** Regulatory considerations.
Rick Phillips, NCDA & CS
- **10:30-11:00.** Success Story 2:
Larry Pierce, Nahunta Pork. Pikesville, NC

- **11:00-11:15 am.** Break
- **11:15-11:45.** Plant design, equipment, and product considerations.
Larry Pierce, Pikesville, NC
- **11:45-12:00.** Co-Packing opportunities in NC.
Ed Hardy, Burgaw, NC (PDF of Powerpoint Presentation)
- **12:00-1:00 pm.** Lunch (included in registration)
- **1:00-2:00.** Meat marketing and consumption trends.
Dana Hanson, NCSU (PDF of Powerpoint Presentation)
- **2:00.** Open question & discussion session
- **Adjourn**