



University of California

Agriculture and Natural Resources | Cooperative Extension

Niche Marketing/Grass-Fed Beef Meeting

Sponsored by: **Fadzayi Mashiri, PhD.**, Mariposa County Director and Livestock & Natural Resources Advisor Mariposa, & Merced Counties
Rebecca Ozeran, Livestock & Natural Resources Advisor Fresno & Madera Counties

Featuring: **Tara Schiff**, Mariposa County Community Development / Grant Coordinator

Thursday, November 10, 2016

1:00 pm – 4:00 pm

McCay Hall

2820 Highway 140

Catheys Valley, CA 95306

Tara Schiff will give a presentation about lessons learned from the “Made in Mariposa” campaign and discuss how a similar approach can be used to market niche products at regional level.

Goal: To discuss ways and benefits that ranchers can add value to their products and work together as a group to supply grass-fed beef and other niche products to the market year round. Plan next steps: e.g.; regional grant application, group structure, leadership, etc.

Anyone interested in this topic is welcome to attend this meeting. Target region: Mariposa, Merced, Madera, & Fresno Counties.

Participation is FREE.

Registration required. For on-line registration go to: cemariposa.ucanr.edu or register by phone, by calling: 209-966-2417



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