

Beef Workshop 2012
In Conjunction with Nova Scotia Cattle Producers Zone 5 & 6 Meetings



**Take a
Look!**

Beef Consumer Trends

By: Andrew Knight, Sr. Planning & Development Officer, NSDA

How do consumers view beef? What impacts their purchases of beef? This presentation answers these questions by highlighting retail, consumption and consumer trends of beef and the niche markets of natural, organic and grass-fed beef. If you are looking to sell to niche markets, this presentation will explain why you should pay attention to social conscious consumer trends.

NSDA Programs

By: Steven Tattie, Acting Program Coordinator, NSDA

Updates on upcoming department programs

NSDA Regulations & Food Safety

By: William Feltmate, Senior Meat Inspector, NSDA

Slaughter regulations & food safety

Production Extension

By: Jonathan Wort, Beef/Sheep Specialist, AgraPoint

Working together to get more value from local beef

Come talk to other Nova Scotia Beef Producers....Explore new business opportunities.....Find out what's new!

Where: Fire Hall, Aylesford, Nova Scotia – February 7/2012
Best Western, Bridgewater, Nova Scotia – February 8/2012

Time: 7:00pm - 9:00 PM

Cost: \$0



**Want to
hear
more?**

Info: Ron at 679-6026 or YOUNGRV@gov.ns.ca