

February 17, 2011

**EDITORS:** The following information is for immediate release. If you have any questions, please contact Karen Costello, program and marketing coordinator of the Chester County Economic Development Council, at 610 458-5700.

***“To Market, To Market: Pricing, Processing and Packaging Your Meats for Profit”***

**Program for farmers to improve  
sales scheduled on March 7  
at Economic Development Council**

**EXTON** \_ A seminar for farmers will be held on Monday, March 7, 2011, run by Penn State Cooperative Extension and held at the Chester County Economic Development Council.

The seminar is “To Market, To Market: Pricing, Processing and Packaging Your Meats for Profit.” The seminar will take place from 9:00 a.m. until 2:30 p.m. and lunch will be provided.

The cost is \$20. To register, go to <http://www.eventbrite.com/event/1271094879>. For more information, contact Brian Moyer, Program Coordinator, Penn State Cooperative Extension - Lehigh County at 610-391-9840 or [bfm3@psu.edu](mailto:bfm3@psu.edu). The Economic Development Council is located at 737 Constitution Avenue, Exton.

The morning sessions include topics of Defining and Succeeding in Your Market; Marketing Halves and Quarters with Bob Shaner and Carl Gill of Peterson & Shaner Farms; Marketing Single and Specialty Cuts with John Hopkins of Forks Farm; and Value-added Meat Products with Brooks Miller, North Mountain Pastures Farm.

The afternoon sessions include Understanding Processor Realities and USDA Requirements; Issues and Trends Facing Processors with Jay Wenthert of the American Association of Meat Processors; Working with Your Processor with Mike Debach of Leona Meats and Production Claims; and Regulatory Issues with John Berry, Penn State Coop. Extension, Lehigh County.

The program partners are the Pennsylvania Association for Sustainable Agriculture and the Southeastern PA Agriculture Partnership.