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Strategic Marketing for Livestock Producers Workshop and Farm Tour

Livestock producers and wholesale buyers of livestock products are invited to attend KRC's Strategic Marketing for Livestock Producers Workshop and Farm Tour. The workshop will give livestock producers information on incorporating new marketing strategies into their existing operations in order to increase profit margins, manage risk in tough times, and expand their customer bases.

The workshop will also provide an opportunity for producers and buyers to connect and explore possibilities for working together to bring local meat, poultry, eggs, and dairy products to consumers in Kansas and beyond.

A terrific line-up of speakers will share their knowledge and experience on:

**Enterprise Analysis and Business Management
Marketing and "Branding"
Processing, and Rules and Regulations.**

An afternoon tour of Lazy S Farms will provide a close-up look at how one farm has incorporated direct and niche marketing into their livestock operation. Larry and Madonna Sorell raise six breeds of heritage livestock and sell their products throughout Kansas and to some of the finest restaurants in the world. They have been featured in Time magazine, the New York Times and the Kansas City Star.

The cost of the workshop and farm tour is \$35, and includes lunch and materials.

For a detailed agenda: [Strategic Marketing for Livestock Producers Workshop and Farm Tour Agenda](#)

Registrations are due by Monday, September 17th.