

## Sponsored By:

### **PA Sheep & Wool Growers Association**



## For More Information:

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Melanie Barkley  
Penn State Extension  
120 W. John Street, Suite 2  
Bedford, PA 15522



## **Shepherd's Symposium**

### **Marketing for Profitability**



**September 22, 2018  
PA Livestock Evaluation  
Center  
1494 W. Pine Grove Road  
PA Furnace, PA 16865**



# Symposium Agenda

## REGISTRATION FORM:

Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

**Pre-Registration Fees:** (payment received/  
postmarked by 9/15/18, includes lunch and recep-  
tion)

\_\_\_\_\_number- @ \$25/adult PSWGA  
Members

\_\_\_\_\_number- @ \$30/adult non-members

\_\_\_\_\_number @ \$10/children (ages 5-12)

\_\_\_\_\_number @ \$60/family (Family  
consists of 2 adults & 2 children  
ages 5-12; Children under 5 are  
free)

### **Late-Registration Fees:**

(payment received after 9/15/18)

\_\_\_\_\_number- @ \$30/adult

\_\_\_\_\_number @ \$15/children (ages 5-12)

\$\_\_\_\_\_ Total Enclosed

Please make checks payable to *PSWGA* &  
return to:

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9:00 AM **Registration at the PA Livestock Evaluation Center**

9:20 AM **Welcome and Introductions**

9:30 AM **The American Lamb Industry - What's Happening**

Sally Scholle from the American Lamb Board will give an overview of the American Lamb Board's programs and resources as well as consumer trends and strategies for increasing awareness and demand for American Lamb.

11:00 PM **Effectively Marketing Your Flock...Not Just Your Lambs**

Sandra Miller from Painted Hand Farm will share her experiences with marketing all ages and sizes of sheep from her flock. She will explore methods to diversify your products to improve profitability from meat and fiber.

12:00 PM **Lamb Luncheon and visit Silent Auction**

12:45 PM **Navigating the Regulations to Direct Market Meat and Meat Products in PA**

Dr. Jonathan Campbell, Penn State Extension Meat Specialist, will provide advice on how to work your way through various regulations required to market meat products directly to consumers in PA.

1:45 PM **Understanding Ethnic Markets**

Melanie Barkley, Penn State Extension Educator, will discuss different ethnic holidays as well as preferred animal sizes.

2:15 PM **Profitably Pricing Your Products**

Melanie Barkley will demonstrate the American Lamb Board pricing calculator.

3:00 PM **Wrap Up and Evaluation**

3:45 PM **Reception, Door Prizes and Silent Auction Results**

4:00 PM **PSWGA Annual Meeting**

### Silent Auction

**There will be a silent auction to benefit PSWGA the day of the symposium. If you would like to donate an item, please contact Kathy Soder at 814-669-1374 or [info@kbarkfarm.com](mailto:info@kbarkfarm.com)**