

# SUCCESS in OREGON

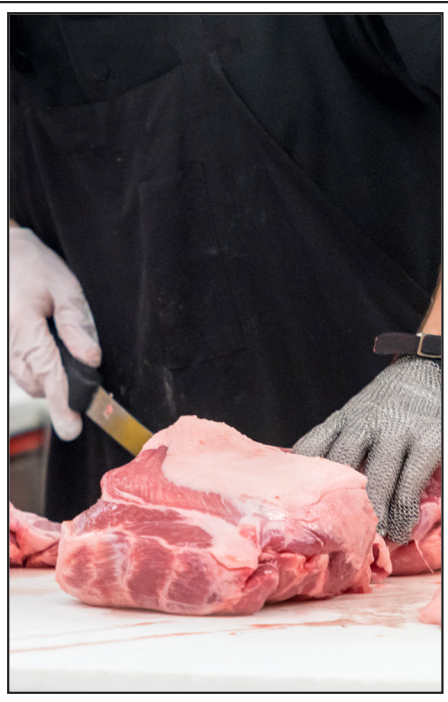


OUTSTANDING  
REGIONAL  
PROJECT  
2023

## Western Meat School: A hybrid in-person and online learning experience for farmers & ranchers

Project Director: Rebecca Thistlethwaite - Oregon State University

Co-Project Directors: Thomas Bass – Montana State University and Martha Sullins – Colorado State University.



*“Taking the Western Meat School and building out our marketing plan has allowed us to think outside the box in terms of how and where we can sell beef in our largely rural area. By finishing more beef on our property and having a few market channels, we are able to sell the whole animal for much greater returns than we did before.” -CA Producer*

**Situation:** A ranching family from the foothills of the Sierra Nevada mountains in California were used to selling most of their calves at auction or sending off to feedlots. Many years they did not even breakeven in this endeavor. In the last few years they began holding back their most promising steers and finishing them on pasture with a grain supplement. They sold this meat as quarters and halves to people in their surrounding community. The response was good for this meat. The family realized they could scale up this enterprise and improve their profitability. They enrolled in the Western Meat School in the fall of 2020 to help them figure out the best direction to take their nascent meat business.

**Outcomes:** While taking the course they wrote a marketing plan and got feedback on the plan from the WMS project lead. In 2021 the family built and opened up a farmstand on their property and also started a “meat subscription” business selling various mixed bundles of their beef to people in their community (so not just quarters & halves anymore). They also began selling ground beef in bulk to local wildland firefighting crews for use in their food preparation for their large teams.

**Impacts:** This diversified strategy is starting to pay off and allowing them to scale the meat business.

Continued on next page...

...continued from previous page

*“Coming from the producer side, I learned so much from this course. I loved that this course had expert speakers from all sides of the meat industry. I now am able to communicate better with our meat processors and am very excited for the next year.”*

Around 100 Extension, 4H, and FFA staff & volunteers from various states (Oregon, Montana, Colorado, Wyoming, New Mexico, Washington, Missouri, Tennessee, and other states) took the course. As one Extension director in Colorado said, *“I am glad we can make this content available to youth through 4H and FFA. There is nothing like this in our area to show them different modes of production and innovative marketing opportunities.”*

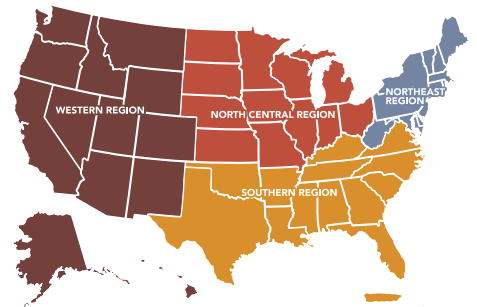
# SUCCESS in EVERY STATE

## Extension Risk Management Education

Extension Risk Management Education is delivered through four regional centers that provide grant funding and leadership within their regions.

Projects are producer-focused, outcomes-based and encourage public-private partnerships. Funded projects must identify targeted outcomes that will help producers manage risk and then describe how the project will measure those outcomes.

Extension Risk Management Education has funded innovative programs that have generated tangible outcomes for producers in every state. Commitment to funding outcomes, providing transparent accountability, and encouraging collaboration allow you to view the accomplishments of all funded projects on our website: [ExtensionRME.org](http://ExtensionRME.org)



**WESTERN  
EXTENSION  
RISK  
MANAGEMENT  
EDUCATION**

**Washington State  
University Extension**

(509) 477-2168

[westrme.wsu.edu](http://westrme.wsu.edu)



WASHINGTON STATE UNIVERSITY  
EXTENSION



**NORTH CENTRAL  
EXTENSION  
RISK  
MANAGEMENT  
EDUCATION**

**University of Nebraska–  
Lincoln Extension**

(402) 472-1742

[ncerme.org](http://ncerme.org)



**NORTHEAST  
EXTENSION  
RISK  
MANAGEMENT  
EDUCATION**

**University of Delaware  
Cooperative Extension**

(302) 831-6540

[nerme.org](http://nerme.org)



UNIVERSITY OF DELAWARE  
COOPERATIVE  
EXTENSION



**SOUTHERN  
EXTENSION  
RISK  
MANAGEMENT  
EDUCATION**

**University of Arkansas  
Division of Agriculture**

(501) 671-2165

[srme.uada.edu](http://srme.uada.edu)



DIVISION OF AGRICULTURE  
RESEARCH & EXTENSION  
*University of Arkansas System*

**USDA** National Institute of Food and Agriculture  
U.S. DEPARTMENT OF AGRICULTURE

Extension Risk Management Education is supported by the USDA National Institute of Food and Agriculture.



**EXTENSION RISK MANAGEMENT EDUCATION**

[EXTENSIONRME.org](http://EXTENSIONRME.org)