

Jersey

Value-Added 101



National All-Jersey
workshop

March 24-25
Bettendorf, Iowa

FOR EVERY JERSEY OWNER ASKING, "SHOULD I PROCESS MY OWN MILK?"

"The marketplace has more opportunity than ever."
Our recognized experts—**Neville McNaughton**, master cheese maker and facility design; and **Jim Gage**, business strategist and marketing—explain why.

Entrepreneurs in Jersey value-added products will share their stories. Hear from two established Jersey farms that made the switch to become value-added producers.

TOPICS >> PRODUCT OPTIONS
>> PRODUCT EVALUATION and
CONSUMER DEMAND >> FACILITIES
and TECHNOLOGY >> FOOD SAFETY
and REGULATORY REQUIREMENTS
>> MARKETING and SALES >>
BUSINESS STRUCTURE and PROGRESS
CALENDAR >> GAINING EXPERTISE
and TRAINING

Questions? Contact National All-Jersey Inc.at:

▶ NAJ.USJersey.com

▶ Fax 614/861-8040

▶ Phone 614/861-3636

▶ Email naj@usjersey.com

Draw upon the experience and advice of the experts to develop a strategy for success. They will show you how to look at what you have from the ground up, what products to make, how to set up your facility, and then sell what you produce.

Visit a Value-Added dairy. Cinnamon Ridge Farms, in Donahue, IA, milks 220 Jerseys with robots. The farm started doing tours in 1997 and now have more than 6,000 people visit each year. Cinnamon Ridge sells Jersey beef and started making cheese in 2013. Hear from the Maxwell's as they share their experiences operating a Value-Added dairy.

Detailed schedule, speaker profiles and registration form online at <http://bit.do/ValueAdded101>

SPACE LIMITED. REGISTER ONLINE BY MARCH 6.
NAJ Member Fee, \$300 Non-Members, \$400

*includes all workshop sessions, materials, tour bus and provided meals. **Note:** Fee is non-refundable.*

Location: Isle Casino Hotel Bettendorf, Bettendorf, IA.
NAJ room rate \$89 per night, plus tax through March 15.
Reservations: phone 1-800-843-4753 (Group code NAJ320)
or <http://bit.do/Islehotel>