

Jersey Value-Added 101



National All-Jersey
workshop

April 9-11
Brattleboro, VT

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: for artisan cheese and marketing, Mark Gillman, Cato Corner Farm, Colchester, CT; and for farm pudding, Echo Farm, Hinsdale, NH.

**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 two dairy processors. Grafton Cheese, in operation since 1892, will guide us through their cheese making process and retail operation. The second stop, Mapleline Farm has been bottling their Jersey milk since 1995. Hear from John Kokoski as he shares their on-farm processing experience.

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

SPACE LIMITED. REGISTER ONLINE BY MARCH 8.

NAJ Member Fee, \$300 Non-Members, \$400; Optional Tour \$60

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

Location: Holiday Inn Express & Suites, Brattleboro, VT. NAJ room rate \$99 per night, plus taxes, Through March 10, Reservations: phone 802/257-2400 or <http://bit.do/NAJhotel> Group Code **NAJ**