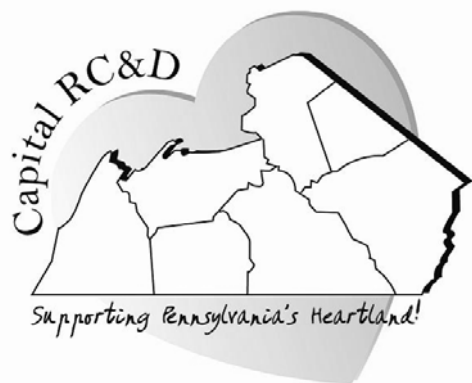


We would like to thank everyone who made this workshop possible:



Mission: "The Capital Resource Conservation and Development (RC&D) Area Council is a seven county non-profit organization that networks people, resources and projects to promote responsible use and conservation of our region's natural, community and economic resources."

Capital RC&D  
401 E. Louthier St., Suite 307  
Carlisle, PA 17013

Capital Resource Conservation &  
Development Area Council  
Presents:

## **Work It Out!**

An Interactive Marketing Workshop  
for  
**Pastured Meat Producers**



**Tuesday, April 27, 2010**

**The Depot**  
Dickinson College Campus  
Carlisle, PA

# Work It Out! An Interactive Marketing Workshop for Pastured Meat Producers

Are you interested in or are currently **pasturing** animals for meat production?

Do you have questions about **safe handling of meat** in your marketing activities?

Have you **considered expanding or changing** your current marketing and sales efforts but are concerned about what steps to take?

Would you like an opportunity to **meet and network** with producers in the region who have similar concerns?

If you answered "**Yes**" to any of these questions then the **Work It Out!** Interactive Marketing Workshop is something you cannot afford to miss.

This workshop will provide an **opportunity to discover** information, from farmers and businesses, about marketing strategies that have **proven successful** and, perhaps, uncover avenues you have yet to consider.

Registration is only **\$15.00** per person and includes lunch and all materials.

**Don't wait!** Registrations must be in by **Tuesday, April 20**

## Directions to The Depot at Dickinson College:

**From I-76, East or West:** Take exit 226, Carlisle, and merge onto US-11 South toward Carlisle. Turn right onto W. High St (PA-641).

**From I-81 S:** Take exit 52 for US-11 toward I-76/New Kingston/Middlesex. Keep right at the fork and follow signs for US-11 and merge onto Harrisburg Pike/US-11S. Turn right onto W. High St.

**From I-81N:** Take exit 47, PA-34/Hanover St., and turn L onto S. Hanover St. Turn L onto W. High St.

**Once on High Street:** The Depot is located at W. High Street and Cherry St. For more information about parking visit [www.dickinson.edu/about/visit](http://www.dickinson.edu/about/visit) for links to street and parking maps. Please note: there are a limited number of handicap accessible parking spots available in the lot north of The Depot off Cherry Street.

## Agenda

9:30AM: Workshop Registration Opens

10:00AM: Welcome and Introduction

10:15AM: Food Safety & Handling Expert

11:15AM: Meat Purchaser Panel

12:00PM: Lunch & Networking

1:15PM: Pastured Meat Producers Panel

2:45PM: Workshop Wrap-up

Panel participants will include **restaurant and retail** establishment purchasers in addition to producers that use a broad range of marketing tools and methods.

Panel participants will address audience questions and questions from **your** registration form.

For **more information** contact Capital RC&D at 717-241-4361, email us [info@capitalrcd.org](mailto:info@capitalrcd.org) or visit our website, [www.capitalrcd.org](http://www.capitalrcd.org).

## Mail-in Registration Form

### Work It Out!

Tuesday, April 27, 2010

Name(s)

Address

Phone

Email

Are there any **specific questions** you would like to have addressed?

Registration includes lunch, please indicate if you will need any dietary accommodations:

Please mail:

- Completed Registration  
 Check or **\$15.00** per person  
(payable to Capital RC&D)

by **April 20, 2010** to:

**Capital RC&D**  
**401 E. Louthier St., Suite 307**  
**Carlisle, PA 17013**