













*Profitable Meat Marketing, Part 2*, Chop Local Online Meat Marketing Webinar Series, Virtual. April 11, 2023.

*Navigating the New & Improved MeatSuite*, Cornell University Workshop, Cornell University, Virtual. September 26, 2023.

*POS Webinar #1: Research on Customer Spending at NY Farmers Markets: Early results & Farmer Recruitment*, Cornell University Workshop, Cornell University, Virtual. October 5, 2023.

*Profitable Beef Marketing*, BF 233 Beef Cattle Management, Cornell University Small Farms Program, Virtual. October 10, 2023.

*POS Webinar #2: Setting up and Using Square*, Cornell University Workshop, Cornell University, Virtual. October 12, 2023.

*Fall 2023 Meat Processing and Marketing Workshop Series*, Cornell University Workshop, 5 Locations: Montour Falls, Port Byron, Canandaigua, Lockport, and East Aurora, NY. October 15-19, 2023.

*Cornell Agricultural Marketing Research: An Introduction and Update*, Cornell Cooperative Extension Annual In-Service, Cornell University, Ithaca, NY. November 7, 2023.

*NC Choices Meat Marketing & Pricing Workshop Series*, 3 Locations: Lexington, Sampson County, and Craven County, NC. November 13-15, 2023.

*Creating Consumer Friendly Bulk Meat*, Northeast NC Niche Ag Conference, Barco, NC. November 17, 2023.

*Research on Customer Spending at NY Farmers Markets: Early Results & Farmer Recruitment*, NY Farmers Market Federation, Virtual. November 28, 2023.

*Profitable Meat Marketing, Pricing for Profit: Technique for Pricing Meat by Channel, and Creating Consumer Friendly Bulk Meat Sales*, NCSU ANS 641 Practicum in Animal Science, North Carolina State University, Virtual. November 29, 2023.

*Research on Customer Spending at NY Farmers Markets: Early Results & Farmer Recruitment*, Orange County Ag and Farmland Protection Board, Virtual. December 11, 2023.

*Pricing for Profit: Technique for Pricing Meat by Channel*, 2022 Western Meat School, Niche Meat Processors Assistance Network, Oregon State University, and Colorado State University. December 6, 2022.

*Profitable Beef Marketing*, BF 233 Beef Cattle Management, Cornell University Small Farms Program. November 29, 2022.

*Cornell Meat Marketing Project Introduction*, 2022 Cornell Cooperative Extension Agriculture, Food & Environment Systems In-Service, Cornell University. November 18, 2022.

*Understanding and Setting Meat Prices*, Pork 101 Course, Penn State University. November 1, 2022.

*Profitable Meat Marketing*, 2022 Western Meat School, Niche Meat Processors Assistance Network, Oregon State University, and Colorado State University. October 11, 2022.

*How to Use the Cornell Meat Price Calculator*, NC Choices Fall Meat Roadshow, 3 locations in NC. September 12-14, 2022.

*The Data-Driven Farmers Market: Using POS to Inform Market Practices*, National Conference on Next-Generation Sustainable Technologies for Small-scale Producers, North Carolina Agricultural and Technical State University. September 8, 2022.

*The Cornell Meat Price Calculator*, National Conference on Next-Generation Sustainable Technologies for Small-scale Producers, North Carolina Agricultural and Technical State University. September 8, 2022.

*Marketing Monday*, featured guest to discuss meat pricing topics, The Livestock Conservancy and Food Animal Concerns Trust, aired on June 27, 2022. <https://livestockconservancy.podbean.com/e/marketing-monday-with-matt-leroux-and-sarah-blacklin/>

*How to Use the Cornell Meat Price Calculator*, Cornell University Workshop, Cornell University, Virtual. May 19 and May 25, 2022.

*Pricing and Direct Marketing Meat*, Beef Processing Workshop, SUNY Cobleskill, Cobleskill, NY. May 19, 2022.

*Profitable Meat Marketing Series*, Cornell Cooperative Extension Roadshow, 7 NY dates and locations from April 6-May 18, 2022.

*Setting up and Using Square POS*, Cornell University workshop, Cornell University. April 28, 2022.

*The Data-Driven Farmers Market: Using POS to Inform Market Practices*, Cornell University workshop, Cornell University. April 21, 2022.

*Local Meat Marketing*, 2022 Niagara County Agriculture Forum, Cornell Cooperative Extension of Niagara County, Lockport, NY. April 8, 2022.



*Building a Successful Freezer Beef Program*, NC Cattlemen's Association Annual Conference, Hickory, NC. February 25, 2022.

*The Data-Driven Farmers Market: Using POS to Inform Market Practices*, Making Cents of Financial Management Software: Point-of-Sale (POS) Data, New Entry Sustainable Farming Project, Tufts University, Virtual. January 6, 2022.

*The Data-Driven Farmers Market: Using POS to Inform Market Practices*, 2022 Sustainable Agriculture Conference, Virtual Pre-Conference, Pennsylvania Association for Sustainable Agriculture, Virtual. January 6, 2022.

*Profitable Beef Marketing*, BF 233 Beef Cattle Management Course, Cornell Small Farms Program, Virtual. November 30, 2021.

*Cornell Meat Marketing Project Introduction*, Cornell Cooperative Extension Agriculture, Food & Environmental Systems In-Service, Virtual. November 18, 2021.

*Pricing for Profit: Technique for Pricing Meat by Channel*, The Livestock Institute's Virtual Livestock Conference, November 3, 2021.

*Choosing, Evaluating and Improving Local Foods Marketing Channels*, guest lecture (virtual), Introduction to Local Food Systems, North Carolina State University, October 21, 2021.

*The Data-Driven Farmers Market: Using POS to Inform Market Practices*, National Farm Viability Conference (virtual), October 18, 2021.

*Pricing for Profit: Technique for Pricing Meat by Channel*, Community Involved in Supporting Agriculture (CISA), Hadley, MA, October 5, 2021.

*Can Point-of-Sale Data Collection from Farmers Markets Inform Practices to Increase Sales?*, with T.M. Schmit & N.W. Grandstaff. Selected Poster, Agricultural & Applied Economics Association Annual Meeting, Austin, TX (virtual hybrid). August 2, 2021.

*Improving farmers market sales through point-of-sale (POS) data analysis*, with T.M. Schmit & N.W. Grandstaff. Selected Paper, Northeastern Agricultural & Resource Economics Association Annual Meeting, (virtual). June 15, 2021.

*Consumer-Driven Meat Marketing*, Massachusetts League of Protein Producers 4H Club, August 30, 2021

*Cornell Meat Marketing Project Introduction*, Agribusiness & Rural Development Program, Cornell University, April 22, 2021.

*Pricing for Profit: Technique for Pricing Meat by Channel*, University of Wisconsin Extension, March 23, 2021.

*Using Point of Sale to Increase Sales*, Northeast Organic Farmers Association of Vermont, March 22, 2021.

*Pricing for Profit: Technique for Pricing Meat by Channel*, Community Involved in Supporting Agriculture, March 18, 2021.

*Collaborative Marketing Models*, Wisconsin Water Week Conference, March 11, 2021.

*Panelist*, Networking for Wholesale and Institutional Markets, Tufts University, March 4, 2021.

*Pricing for Profit: Technique for Pricing Meat by Channel*, Northeast Organic Farmers Association of Vermont, March 2, 2021.

*Creating Consumer-Friendly Bulk Meat Sales*, 2021 PA Veteran Farming Conference, Pennsylvania Veteran Farming Project/Troops to Tractors, February 27, 2021.

*NC Choices and Cornell Resource for Pricing*, Business of Farming Conference, Appalachian Sustainable Agriculture Project, February 25, 2021.

*Marketing Strategy*, Cornell Central NY Dairy, Livestock, and Field Crops Team, February 16, 2021.

*Creating Consumer-Friendly Bulk Meat Sales*, Ecological Farmers Association of Ontario, Canada, February 16, 2021.

*Choosing and Evaluating Marketing Channels*, Farm Business Planning Course, Tufts University, February 9, 2021.

*Marketing Strategy*, Women in Livestock Business: Marketing for Profit Virtual Conference, University of New Hampshire Extension, February 3, 2021.

*Adding Value to Meat and Dairy*, Panelist, 2021 Virtual Sustainable Agriculture Conference, Pennsylvania Association for Sustainable Agriculture, February 1, 2021.

*Collaborative Marketing Methods*, Annual Conference, Practical Farmers of Iowa, January 22, 2021.

*Creating Consumer-Friendly Bulk Meat Sales*, 25th Annual Vermont Grazing and Livestock Conference, Vermont Grass Farmers Association and University of Vermont Center for Sustainable Agriculture, January 14, 2021.

*Pricing for Profit: Technique for Pricing Meat by Channel*, Western Meat School, Niche Meat Processors Assistance Network and Oregon State University, January 6, 2021.

*Lamb Marketing during COVID and More*, American Solar Grazing Association Monthly Member Call, December 2, 2020.

*Profitable Beef Marketing*, BF 233: Beef Cattle Management, Beginning Farmer Learning Network Course, Cornell Small Farms Program, November 25, 2020.

*Profitable Meat Marketing*, Western Meat School, Niche Meat Processors Assistance Network and Oregon State University, November 4, 2020.

*Creating Consumer Friendly Bulk Meat Sales*, 35th Sustainable Agriculture Conference, Carolina Farm Stewardship Association, November 6, 2020.

*Direct to Consumer Marketing*, Beef Cattle Short Course, Pennsylvania State University Extension, Oct. 20, 2020.

*Profitable Meat Marketing*, Future Harvest, October 8, 2020.

*Creating Consumer-Friendly Bulk Meat Sales*, Granite State Graziers, September 23, 2020.

#### **GRANT AND CONTRACT FUNDING RECEIVED:**

Cornell University Farmers Market Organic Data Collection Pilot Project, T.M. Schmit (PI), M.L. LeRoux (co-I). USDA Agricultural Marketing Service, 06.01.23-05.31.25, \$210,426.

Meat Pricing Service Agreement, PA FarmLink, 09.15.2023-09.15.2026, \$10,000.

Meat Pricing Service Agreement, Chop Local, 06.15.2023-06.15.2026, \$10,000.

Addressing Risks with Education and Resources for NY's Meat Producers and Processors, T.M. Schmit (PI), M.L. LeRoux (co-I). USDA Northeast Extension Risk Management 2023 Meat & Poultry Processing Projects, 06.01.23-05.31.25, \$150,000.

Expanding Direct-to-Consumer Marketing and Processing Capacity for Local Meat in Response to Covid-19, S. Blacklin (NCSU, PI), T.M. Schmit (co-PI), & M.L. LeRoux (co-I). USDA FMPP, 09.30.21 – 09.29.24, Cornell share: \$140,297.

MeatSuite.com Promotion via County Cornell Cooperative Extension, LeRoux, M. L. and Schmit, T. M. Dyson Extension Program Funds. \$8,598.

Improving Livestock Marketing Returns for Small- and Medium-Scale Farms through Innovative Data Collection and Analytical Tools, T.M. Schmit (PI) & M.N. LeRoux (co-I), USDA NIFA, AFRI Foundational Program. 01.01.21 – 12.31.23, \$500,000.

Cross-State Heterogeneity of Farm Scale Hemp Production Cost, D. Thilmany (CSU, PI), T.M. Schmit (co-PI), & M.N. LeRoux (co-I). USDA AMS, 01.01.21 – 10.15.21, Cornell share: \$20,000.

Useful Financial Benchmarks: Skills, Data, and Peer-to-Peer Learning for Farm Success, M. Christie (CISA, PI), T.M. Schmit (co-PI), & M.L. LeRoux (co-I). USDA NE-SARE, 01.01.21 – 04.30.23, Cornell share: \$33,957.

A Comprehensive Approach to Growing Successful Beginning Meat Producers, S. Blacklin (NCSU, PI), T.M. Schmit (co-PI), & M.L. LeRoux (co-I). USDA BFRD, 01.01.21 – 08.31.22, Cornell share: \$22,235.

Growing Pasture-Raised Meat Supply Chains in Iowa, M. Filbert (PFI, PI), T.M. Schmit (co-PI), & M.L. LeRoux (co-I). USDA FMLFPP, 01.01.21 – 03.31.22, Cornell share: \$42,120.

Meat Suite and Meat Price Calculator Trainings & Technical Support, S. Blacklin (NCSU, PI), T.M. Schmit (co-PI), & M.L. LeRoux (co-I). Golden Leaf Foundation, 02.01.21 – 01.31.23, Cornell share: \$32,000.

Strengthening Opportunities along the Meat Supply Chain to Promote Sustainable Agriculture in Intermountain States, B. Jablonski (CSU, PI), T.M. Schmit (co-PI), & M.L. LeRoux (co-I). Western SARE, USDA, 04.01.21 – 03.31.24, Cornell share: \$39,000.

Marketing improvements using point-of-sale data for fruit and vegetable producers at farmers markets in New York State. T.M. Schmit (PI), M.N. LeRoux (co-I). USDA, NIFA, Hatch, 10.01.21–09.30.24, \$82,173.

Assessing Farmer-owned Cooperative Marketing Opportunities to Graze Sheep under Utility-scale Solar Arrays. T.M. Schmit (PI), R.M. Severson (co-I), & M.N. LeRoux (co-I). USDA, AMS, Federal State Marketing Improvement Program, 09.30.21–09.29.24, \$250,000.

Marketing improvements using point-of-sale data for farm vendors at farmers markets in New York State. T.M. Schmit (PI), M.N. LeRoux (Co-PI). SC Johnson College of Business, Business of Food, 06.01.21–09.15.21, \$8,000.