

Matthew N. LeRoux

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EDUCATION:

Cornell University, Ithaca, NY: Master of Professional Studies (MPS), Applied Economics & Management, 2009

Concentration in Agricultural Marketing. *Thesis topic:* Evaluating Marketing Channel Options for Small-Scale Fruit and Vegetable Producers

Elmira College, Elmira, NY: BA in Cultural Anthropology/ Sociology, 1997

EMPLOYMENT:

Extension Associate, Dyson School of Economics & Management, Cornell University, Ithaca, NY, Jan. 2021-present

- Conduct market channel, sales, and price research with farms in NY operating in direct-to-consumer and value-added wholesale channels.
- Conduct customer transaction data collection and analysis with multiple farms in NY.
- Develop Cornell Meat Price Calculator website including Cost of Production Estimation tool.
- Develop revised MeatSuite.com, a farm directory for bulk meat sales, for 2022 launch in NY and NC.
- Conduct market channel assessment research with hemp growers and multi-state, multi-university team.
- Conduct feasibility study for multi-farm collaborative meat marketing model in Iowa.
- Create farmersmarketresearch.cornell.edu with Square API and monthly price reports.
- Provide research, training, and technical assistance to farms on meat marketing.

Agriculture Marketing Consultant, self-employed, 2005-2006, 2018-2022.

- Collaborate with university and non-profit agencies to offer farm trainings, research, and technical assistance.
- Assist farm businesses with business planning, grant writing, grant management, channel evaluation/selection, marketing, pricing, and sales.
- Assist with statewide launch of MeatSuite.com web platform in North Carolina.

Agriculture Marketing Specialist, Cornell Cooperative Extension, Ithaca, NY, May 2008- Jan. 2020

- Serve as Interim Agriculture Issue Leader, March 2018-Jan. 2020.
- Designed research project to collect and analyze farmers' market customer transaction data to inform practices which increase average daily gross sales for participating farms.
- Created the Cornell Livestock Price & Yield Calculator Tool, an online tool that helps farmers set meat prices for each marketing channel they use. Available at calculator.meatsuite.com
- Created the Profitable Meat Marketing curriculum and presented it to farmers nationally.
- Created MeatSuite.com, a directory of livestock farms selling meat to consumers. Adopted by NC State University Extension in 2020.
- Grade cattle and collect data to quantify factors which impact feeder calf prices at auction (6 years).
- Created the Finger Lakes Meat Project to promote and facilitate sales of locally-raised meat including 2 Meat Lockers which rent freezer space to consumers.
- Created the successful Press Bay Alley Holiday Farmers Market series.

- Developed the Marketing Channel Assessment Tool and coordinate its use in multiple states. MCAT assesses the performance of utilized marketing channels for small-scale specialty crop producers.
- Work with farms, wholesale, and institutional buyers to create new market opportunities.
- Initiated the Cornell Dining Local Beef Program in which Cornell Dining purchased whole-carcass natural beef at a premium price directly from New York State farmers.
- Organize farmer meetings and events, including Farmer & Buyer Networking Meetings, Farmer to Farmer discussion groups and one-on-one business development consulting with farmers.
- Extensive grant writing success for local, regional, and statewide projects funded by state and federal programs.
- Extensive public speaking experience at national and regional conferences.

Outreach and Education Manager, New England Livestock Alliance, Great Barrington, MA, 2003–2005

- Maintained communication between NELA and over 150 beef producers in the Northeast.
- Ultrasound technician for beef carcass quality. Used ultrasound data to sort and stage supply.
- Created two brands of natural and grass-fed, regionally-sourced beef. Developed brand protocols, product positioning/marketing, staging supply, and business plan relative to our products.

Director of Education, New England Heritage Breeds Conservancy (HBC), Great Barrington, MA, 2001–2005

- Managed the organization’s operational budget including grants.
- Created the “HBC @” program, a series of contractual collaborations with other organizations, placing heritage breed livestock and HBC signage at tourist sites throughout New England.
- Developed and implemented the exhibition, “Baby Animals: New Life on the Farm.”
- Edited and coordinated the production of a K-8 agricultural curriculum called “Farm to Table.”
- Coordinated the Annual Exhibition and Sale of Rare and Historic Livestock.

AWARDS

- New York Beef Producers Association Extension Educator of the Year 2023
- ARER Article of the Year, Northeast Agriculture & Resource Economics Association 2023
- Outstanding Achievement in Engagement Award, Dyson School, Cornell University April 2023
- Achievement Award, National Association of County Agricultural Agents July 2015
- SARE Search for Excellence in Sustainable Agriculture, National Winner Aug. 2011
- The Hussey Family Business Plan Award, Cornell University May 2008

SELECT SPEAKING HIGHLIGHTS:

- New England Meat Conference & Carolina Meat Conference 2015, 2017, 2019, & 2024
- National Direct Marketing Conference/Summit 2018 & 2024
- National Young Farmer Conference 2014, 2015, & 2018
- National Farm Viability Conference 2017, 2021, & 2024
- TEDx Chemung River <http://www.youtube.com/watch?v=T-zYcHidomo> 2013

PROFESSIONAL SERVICE & MEMBERSHIPS:

- Niche Meat Processors Assistance Network, Advisory Board 2012-present
- National Meat Summit Committee, founding member 2021-present

- Agricultural & Applied Economics Association, member 2021-present
- Northeast Agriculture and Resource Economics Association, member 2021-present
- Livestock Program Work Team, Cornell Cooperative Extension, member 2021-present
- Meat Processing Subcommittee to Livestock PWT, CCE, member 2021-present
- Ithaca Farmers' Market, Marketing Committee Advisor 2018-2021
- Cornell Small Farms Program Leadership Team, Co-Chair 2013- 2021

GRANT AND CONTRACT FUNDING RECEIVED:

Integrating Geese Grazing into NYS Vineyards, J. Vanden Heuvel (PI), M.N. LeRoux (co-I), NY Specialty Crop Block Grants, 5.01.2025-4.30.2027. \$95,457. UNDER REVIEW.

Enhancing Business Planning and Financial Analysis for Urban Producers. M. Beverly (PI), T.M. Schmit (co-PI) & M.N. LeRoux (co-I), USDA NIFA, AFRI Foundational Program. 04.01.25 – 12.31.27, \$500,000, Cornell share \$103,147. UNDER REVIEW.

Pricing Education for Producers Using Direct to Consumer Markets. T.M. Schmit (PI), M.N. LeRoux (co-I). Northeast Extension Risk Management Education, USDA National Institute of Food and Agriculture, 04.01.24-09.30.25. \$74,999.

Marketing Success: Transforming Farmers Markets in New York and Pennsylvania through Smart Data and Inclusive Strategies, T.M. Schmit (PI), M.N. LeRoux (co-I), L. Rigotti (co-I). USDA, NIFA, AMS Farmers Market Promotion Program, 09.30.24-09.29.27, \$489,312.

Consumer Price Sensitivity in Direct-to-Consumer Markets: Informing Pricing Decisions for Farmers. T.M. Schmit (PI), M.N. LeRoux (co-I), L. Rigotti (co-I). USDA, NIFA, Hatch (\$84,788) and Smith Lever (\$75,000) Federal Capacity Funds, 10.01.24–09.30.27, \$159,788.

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.

PUBLICATION HIGHLIGHTS:

Extension Bulletin 2024-09: Enhance Shopper Experience, Earn More at the Farmers Market, December 2024, Charles H. Dyson Dept. of Applied Economic and Management, Cornell University, LeRoux, Matthew N.

Increasing Customer Purchases at Farmers Markets Using Point-Of-Sale Scanner Data, December 2023. Journal of the Agricultural and Applied Economics Association, Rigotti, L., LeRoux, M. N., Schmit, T. M.

Creating Consumer-Friendly Bulk Meats: A Guide for Farmers, 2023, Extension Fact Sheet, Charles H. Dyson School of Applied Economics & Management, Cornell University, LeRoux, Matthew N., Blacklin, Sarah, and Menius, Lee.

Research on Customer Spending at NY Farmers Markets: Early Results and Farmer Recruitment, 2023, Extension Fact Sheet, Charles H. Dyson School of Applied Economics & Management, Cornell University, LeRoux, Matthew N., Rigotti, Luca.

Producers Marketing a Novel Crop: A field-level view of hemp market channels, April 2023. Renewable Agriculture and Food Systems, Hill, Rebecca, Jablonksi, Becca, Van, Laney, Wang, Ming, Patalee, Buddhika, Shepherd, Jonathan, LeRoux, Matt, Mark, Tyler, Mooney, Daniel, and Thilmany, Dawn.

99 Counties Branded Meat Company Feasibility Study, February 2022. Charles H. Dyson School of Applied Economics & Management, Cornell University, LeRoux, Matthew N.

Stall Set-up and Point-of Sale Devices to Expedite Market Check-out, LeRoux, Matthew N. Growing for Market, Volume 31, Number 10, November/December 2022.

Extension Bulletin 2022-12: An Investigation of Marketing Channels and Suggested Methodology for Channel Assessment for Hemp Products. Charles H. Dyson School of Applied Economics & Management, Cornell University, LeRoux, Matthew N., Schmit, Todd M., and Van, Laney.

Raising Prices on Meat, A Pep Talk, July 2022, North Carolina State University Extension Publication LF-019. LeRoux, Matthew N., Schmit, Todd M., Blacklin, Sarah, and Menius, Lee.

Sell Now Or Later? A Decision-Making Model For Feeder Cattle Selling. Agricultural and Resource Economics Review, Volume 51, Issue 2. Minhao, Yan, Schmit, Todd M., Baker, Michael J., LeRoux, Matthew N., Gomez, Miguel I. March 9, 2022.

Raising Prices on Meat, A Pep Talk Posted on Cornell Cooperative Extension Livestock Program Work Team website and distributed via the PWT List-serv, Cornell Program on Agribusiness & Rural Development, Charles H. Dyson School of Applied Economics & Management, Cornell University, September 2021

Smart Marketing: Electronic Point of Sale Systems Bring New Opportunities to Improve Sales for Farmers Market Vendors. Charles H. Dyson Dept. of Applied Economic and Management, Cornell University, January 2020

LeRoux, M.N. 2018. Improved Meat Marketing for Small Scale and Direct Marketing Farms in the Northeast, Part IV. Smart Marketing, January. Charles H. Dyson Dept. of Applied Economic and Management, Cornell University.

LeRoux, M.N. 2017. Improved Meat Marketing for Small Scale and Direct Marketing Farms in the Northeast, Part III. Smart Marketing, December. Charles H. Dyson Dept. of Applied Economic and Management, Cornell University.

LeRoux, M.N. 2017. Improved Meat Marketing for Small Scale and Direct Marketing Farms in the Northeast, Part II. Smart Marketing, November. Charles H. Dyson Dept. of Applied Economic and Management, Cornell University.

LeRoux, M.N. 2017. Improved Meat Marketing for Small Scale and Direct Marketing Farms in the Northeast, Part I. Smart Marketing, October. Charles H. Dyson Dept. of Applied Economic and Management, Cornell University.

Guide to Marketing Channel Selection: How to sell through Wholesale and Direct Marketing Channels, August 2010, updated July 2014, available online.

Extension Bulletin 2014-13: Marketing Channel Assessment Tool (MCAT) Benchmark Performance Metrics. Charles H. Dyson School of Applied Economics & Management, Cornell University. Schmit, T.M. & M.N. LeRoux. 2014.

Factors affecting the price of feeder cattle in New York. Beef Cattle Management Program, Cornell University. Baker, M.J., M. LeRoux, T. Schmit, & G. Jacimovski. September 2013.

Evaluating Marketing Channel Options for Small-Scale Fruit and Vegetable Producers, LeRoux, M.N., Schmit, T.M., Roth, M, Streeter, D.H. Journal of Renewable Agriculture and Food Systems, January 2010

Extension Bulletin 2009-03: Evaluating Marketing Channel Options for Small-Scale Fruit and Vegetable Producers: Case Study Evidence from Central New York, LeRoux, M.N., Schmit, T.M., Roth, M, Streeter, D.H. Charles H. Dyson Dept. of Applied Economic and Management, Cornell University, April 2009

PRESENTATIONS/SPEAKING ENGAGEMENTS:

Research on Customer Spending at NY Farmers Markets: Early Results & Farmer Recruitment and Creating Consumer Friendly Bulk Meat, Long Island Ag Forum, Riverhead, NY. January 10 & 11, 2024.

Research on Customer Spending at NY Farmers Markets: Early Results & Farmer Recruitment and Pricing for Profit: Technique for Pricing Meat by Channel. Future Harvest Conference, College Park, MD. January 19, 2024.

Consumer-focused Marketing: Practical Ways to Take Your Meat Sales to the Next Level, Gathering of Good Grazers: Hosted by the Northeast Pasture Consortium and New England Grazing Network, Amherst, MA. January 27, 2024.

Pricing for Profit: Technique for Pricing Meat by Channel and Creating Consumer-Friendly Bulk Meat, Pennsylvania Young Ag Professionals Leadership Conference, Harrisburg, PA. February 18, 2024.

Choosing, Evaluating, & Improving Local Foods Marketing Channels and Research on Customer Spending at NY Farmers Markets: Early Results & Farmer Recruitment, New Entry Sustainable Farming Project, Tufts University, Climate Record Keeping Webinar Series, virtual. February 19 and March 18, 2024.

Creating Your Marketing Strategy: Consumer-based Marketing and Research on Customer Spending at NY Farmers Markets: Early Results & Farmer Recruitment, University of Rhode Island Cooperative Extension Boots to Bushels Series, Virtual. March 5 & 18, 2024.

Pricing for Profit: Technique for Pricing Meat by Channel, PA Farm Link webinar, virtual. March 19, 2024.

Research on Customer Spending at NY Farmers Markets: Early Results & Farmer Recruitment, Down to Earth Markets Annual Vendor Meeting, virtual. March 20, 2024.

Consumer-Oriented Meat Marketing, Red Angus Breed Association Producer Webinar Series, virtual. April 4, 2024.

Addressing Risk Management in Meat Marketing with a Suite of Tools & Resources, National Extension Risk Management Education Conference, Salt Lake City, UT. April 10, 2024.

Research on Customer Spending at NY Farmers Markets: Early Results, Chop Local Webinar Series, virtual. April 16, 2024.

Research on Customer Spending at NY Farmers Markets: Using POS Systems to Inform Market Practices, National Farm Viability Conference, Charleston, WV. April 29-30, 2024.

Pricing for Profit: Technique for Pricing Meat by Channel, Mountain Meat Summit, Bozeman, MT. May 23, 2024.

Research on Customer Spending at NY Farmers Markets: Using POS systems to inform market practices, Northeast Agriculture and Resource Economists Association Annual Conference, Rehoboth Beach, DE. June 10, 2024.

Creating your Marketing Strategy: Consumer-based Marketing, Research on Customer Spending at NY Farmers Markets: Using POS Systems to Inform Market Practices, and Pricing for Profit: Technique for Pricing Meat by Channel, 2024 Carolina Meat Conference, Boone, NC. July 30 & 31, 2024.

Consumer-Focused Marketing Strategy: Using Farmers Market POS Research Results to Increase Daily Sales, Chop Local and Cornell University Meat Marketing Workshop Series, Walton and Canandaigua, NY, October 1 & 2, 2024.

Profitable Beef Marketing, BF233: Beef Cattle Management, Cornell Small Farms Program, Guest Lecture, virtual. October 16, 2024.

Choosing, Evaluating, & Improving Local Foods Marketing Channels, AEHS 554 Introduction to Local Food Systems, North Carolina State University, Guest Lecture, virtual. October 17, 2024.

Farm Direct-to-Consumer Marketing: Where is it headed in the next few years?, Watershed Agricultural Council Annual Tour Day, Walton, NY. October 30, 2024.

Fall 2024 Meat Processing and Marketing Workshop Series, Cornell University Workshop, 6 Locations: Binghamton, Oriskany, Cobleskill, Saratoga, Hudson, and Kingston, NY. October 20-24, 2024.

Consumer-Focused Marketing Strategy: Using Farmers Market POS Research Results to Increase Daily Sales and MeatSuite.com, CFSA's 39th Sustainable Agriculture Conference, Carolina Farm Stewardship Association, Durham, NC. November 3, 2024.

The Data Set of Your Dreams! Using Farmers Market POS Research Results to Increase Daily Sales and Meatsuite.com: Developing a Suite of tools for profitable meat production, National Agricultural Marketing Summit, Albuquerque, NM. November 14, 2024.

The Data Set of Your Dreams! Using Farmers Market Customer Transaction Data, Cornell Cooperative Extension Annual In-Service, Cornell University, Ithaca, NY. November 21, 2024.

Exploring New Markets: Online and Direct-to-Consumer: The Cornell Meat Price Calculator, Mountain Meat Summit and the 9th Annual International Livestock Forum, Colorado State University, Fort Collins, CO. January 12, 2023.

The Data-Driven Farmers Market: Using POS to Inform Market Practices, PASA Sustainable Agriculture Annual Conference, Lancaster, PA. February 9, 2023.

The Cornell Meat Price Calculator and moderate a panel discussion, Networking Event for Meat Producers, CISA, Virtual. February 15, 2023.

Profitable Meat Marketing: Understanding and Setting Meat Prices, NY Pork Producers Annual Conference, Waterloo, NY. February 18, 2023.

Profitable Meat Marketing, Part 1, Chop Local Online Meat Marketing Webinar Series, Virtual. February 21, 2023.

Pricing for Profit: Technique for Pricing Meat by Channel, Berkshire Grown Winter Workshop Series, Virtual. March 7, 2023.

Profitable Meat Marketing and Pricing for Profit: Technique for Pricing Meat by Channel, Cornell Cooperative Extension of Delaware County, Hamden, NY. March 8, 2023.

Profitable Meat Marketing and Pricing for Profit: Technique for Pricing Meat by Channel, Cornell Cooperative Extension of Rensselaer County, East Greenbush, NY. March 21, 2023.

The Data-Driven Farmers Market: Using POS to Inform Market Practices, Penn State University Farmers Market Managers Conference, Exton, PA. March 24, 2023.

A New Twist on an Old Market: Freezer Meat for Today's Shopper and Creating Your Marketing Strategy: Consumer-based Marketing, NC Choices' Next Level Marketing Strategies for Local, Niche Meat Businesses: A pasture-based local meat intensive." Greensboro, NC. April 4, 2023.

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.

MEDIA COVERAGE HIGHLIGHTS:

Bloomberg Law, November 5, 2024, Farmer's Market Power. By Matt Levine.

https://www.bloomberglaw.com/bloomberglawnews/mergers-and-acquisitions/XC87EUF8000000?bna_news_filter=mergers-and-acquisitions#jcite

NPR's Marketplace, October 31, 2024, New York farmers often undercharge at markets. A new pricing report could help. By Catherine Wheeler with comments from Kai Ryssdal.

<https://www.marketplace.org/2024/10/31/farmers-market-vendors-produce-prices-upstate-new-york-cornell-pricing-report/>

North Country Public Radio, October 21, 2024, Farmers often undercharge at markets: New data could help set better prices. By Catherine Wheeler,

<https://www.northcountrypublicradio.org/news/story/50646/20241021/farmers-often-undercharge-at-markets-new-data-could-help-set-better-prices>

Morning Ag Clips, September 17, 2024, (Reposted Cornell Chronicle story). The price is right: Market reports help NYS farmers set optimal prices. <https://www.morningagclips.com/the-price-is-right-market-reports-help-nys-farmers-set-optimal-prices/>

Cornell Chronicle, September 16, 2024, The price is right: Market reports help NYS farmers set optimal prices. By Susan Kelley. <https://news.cornell.edu/stories/2024/09/price-right-market-reports-help-nys-farmers-set-optimal-prices>

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