

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:

Director, Cornell Agricultural Marketing Research Program (CAMRP), 2023-present

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

- Develop Bundle Builder online tool, for farmers to create and price strategic combinations of meat products.
- Develop the Meat Processor Directory, a directory for farms to find local meat processors.
- Conduct market channel, sales, and price research with farms in NY operating in direct-to-consumer and value-added wholesale channels.
- Create farmersmarketresearch.cornell.edu with Square API and monthly farm product price reports including farmers market and grocery store prices.
- Conduct customer transaction data collection and analysis with over 25 farms in NY.
- Develop Cornell Meat Price Calculator website including Cost of Production Estimation tool.
- Develop MeatSuite.com, a farm directory for bulk meat sales used 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.
- Provide research, training, and technical assistance to farms on farm product pricing and 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 2020 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.
- 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 2023
- Achievement Award, National Association of County Agricultural Agents 2015
- SARE Search for Excellence in Sustainable Agriculture, National Winner 2011
- The Hussey Family Business Plan Award, Cornell University 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-zYcHjdomo>

2013

PROFESSIONAL SERVICE & MEMBERSHIPS:

- Farmers Market Federation of New York, Board of Directors 2025-present
- Multi-University Price Report Working Group, founding member 2025-present
- 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 & Meat Processing Subcommittee, 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:

Supporting NY's Livestock Farmers with MeatSuite.com. T.M. Schmit (PI), M.N. LeRoux (co-I). Farm Credit East AgEnhancement Program, 01.15.26-07.15.26. \$10,000. UNDER REVIEW

Preparing NY's Livestock Farmers for Price Volatility with Pricing and Marketing Education. T.M. Schmit (PI), M.N. LeRoux (co-I). Northeast Extension Risk Management Education, USDA National Institute of Food and Agriculture, 04.01.26-09.30.27. \$75,000. UNDER REVIEW

Preproposal: *Market Metrics for Meat: Leveraging POS Data to Improve Farmer Profitability and Farmers Market Success in North Carolina.* S. E. Blacklin (PI), D. Bloom (Co-PI), H. Dankbar (Co-PI), R. Thomas (Co-PI), L. Menius (Co-PI), T.M. Schmit (Co-PI), M. N. LeRoux (co-I), L. Rigotti (Co-I). USDA Southeast SARE, Research and Education Program, 09.01.26-08.31.29. Cornell Share: \$100,000. UNDER REVIEW

Multi-State Farmers Market Pricing Analysis and GeoSpatial Relationships to Agriculture and Food System Shocks. T.M. Schmit (PI), B. F. Moyer, (Co-PD), Rahe, M. (Co-PD), M. N. LeRoux (Co-I), and L. Rigotti (Co-I). USDA NIFA, AFRI Foundational Program. 03.01.26 – 02.28.29, \$650,000. UNDER REVIEW

Farm Worker to Farm Owner: The Cooperative Approach to Raising and Marketing Beef Cattle. T.M. Schmit (PI), Tommell, N. (Co-I), M. N. LeRoux (Co-I), and L. Rigotti (Co-I). USDA, NIFA, AMS Local Food Promotion Program, 09.30.25-03.29.27, \$100,000. UNDER REVIEW

Something for Everybody; Increasing Purchasing and Sales of Local Meat Through MeatSuite Marketplace. S. E. Blacklin (PI), T.M. Schmit (PI), L. Menius (Co-I), M. N. LeRoux (co-D). USDA, NIFA, AMS Local Food Promotion Program, 09.30.25-09.29.28. Cornell Share: \$100,000. 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.

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 2025-08: Farm Performance at Farmers Markets: 2024 Summary, October 2025. Charles H. Dyson Dept. of Applied Economic and Management, Cornell University, LeRoux, Matthew N., Rigotti, Luca, and Schmit, Todd.

Extension Bulletin 2025-05: 2024 Farm Product Price Reports: Farmers Market & Grocery Stores in NY, October 2025. Charles H. Dyson Dept. of Applied Economic and Management, Cornell University, Santillana, S., Naugler, A., Rigotti, L., and LeRoux, M. N.

Empirical evidence from New York State supporting a methodological framework for estimating meat price elasticities at farmers markets (Unpublished working paper). Charles H. Dyson Dept. of Applied Economic and Management, Cornell University. Rigotti, L.V., Verteramo, L., LeRoux, M.N., & Schmit, T.M. (2025).

Opportunities to Increase Sales at Farmers Markets, May 2025. Publication of the Cornell Agricultural Marketing Research Program, Charles H. Dyson Dept. of Applied Economic and Management, Cornell University, LeRoux, Matthew N.

Understanding Consumer Response to Meat Prices at Farmers Markets, May 2025. Dyson Brief, Charles H. Dyson Dept. of Applied Economic and Management, Cornell University Rigotti, L., LeRoux, M. N., Verteramo Chiu, L. and Schmit, T. M.

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, Matthew N., 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:

Want More Effective Marketing? Look to the Consumer, Seeds to Success: Training for new CCE Agents, Virtual, NY. November 14, 2025.

MeatSuite: A Resource for Farmers Raising Meat and Consumers Buying Meat In New York, 2025 Cornell Sheep & Goat Symposium, Ithaca, NY. November 1, 2025.

Effective Pricing Strategies for Profitability: Don't leave money on the table, MeatSuite Fall Webinar Series, Virtual, NY. October 30, 2025.

Choosing, Evaluating, and Improving Local Foods Marketing Channels, AEHS 554 Introduction to Local Food Systems, Virtual, NC. October 30, 2025.

Making the Most of MeatSuite, MeatSuite Fall Webinar Series, Virtual, NY. October 23, 2025.

Profitable Meat Marketing, BF 233: Beef Cattle Management, Virtual, NY. October 15, 2025.

Choosing and Evaluating Marketing Channels, Find Your Best Market Fit: Strategies to Grow Farm Revenue, Virtual, MA. May 13, 2025.

Creating and Pricing Consumer-friendly Bulk Meat and The Data Set of your Dreams! Using POS Data to Improve Daily Sales, Farm Product Pricing and Marketing Workshop Series, Newark, Mexico, Lowville, Kingston, Andes, Jamestown, and East Aurora, NY. March 4, 11, & 25, April 15, May 5, 6, & 7, 2025.

Selling Your Products at the Farmers Market: Using POS Data to Improve Daily Sales, Franklin County Regional Small Farm Bootcamp, Virtual, NC. April 24, 2025.

Creating and Pricing Consumer-friendly Bulk Meat, PA Farmlink Webinar, Virtual, NY. April 23, 2025.

Pricing for Profit: Technique for Pricing Meat by Channel, Black Belt Meat Summit, Tuskegee, AL. April 10, 2025.

Price Reporting and Education, ERME National Conference, Nashville, TN. April 2, 2025.

Cornell Farmers Market Research Project, Farmers Market Federation Annual Conference, Rochester, NY. March 26, 2025.

Creating and Pricing Consumer-friendly Bulk Meat, Spring 2025 Meat Marketing & Pricing Workshop Series for Meat Handlers, Monroe, Newton, and Asheboro, NC. March 18, 19, and 20, 2025.

Pricing for Profit: Technique for Pricing Meat by Channel, Western PA Grazing Conference, Clarion, PA. March 13, 2025.

Want More Effective Marketing? Look to the Consumer and The Data Set of your Dreams! Using POS Data to Improve Daily Sales, 2025 Farmers Market Vendor Boot Camp, Virtual, TN. March 3 and 6, 2025.

Using MeatSuite's Meat Price Calculator & New Local Meat Price Reports, MeatSuite Spring Webinar Series, Virtual, NY. March 6, 2025.

Using POS Date to Improve Pricing and Marketing at your Retail Outlet, Eastern NY Fruit & Vegetable Conference, Albany, NY. February 20, 2025.

Profitable Meat Marketing, Meat Costing and Pricing, Great Barrington, MA. February 10, 2025.

Pricing for Profit: Technique for Pricing Meat by Channel, West Virginia Farmers Market Association Webinar, Virtual, WV. January 30, 2025.

Consumer-Focused Meat Marketing, Direct to Consumer Meat Marketing Series, Virtual, MA. January 15, 2025.

Pricing for Profit: Technique for Pricing Meat by Channel and Marketing & Pricing Meat for Direct-to-Consumer Sales, Midwest Meat Summit, Des Moines, IA. January 10, 2025.

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.

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.

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

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.

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

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

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.

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.

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, National Farm Viability Conference, Charleston, WV. April 29-30, 2024.

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

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

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

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

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.

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.

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.

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.

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, Orange County Ag and Farmland Protection Board, Virtual. December 11, 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, NY Farmers Market Federation, Virtual. November 28, 2023.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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.

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.

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

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