

April 23, 2018

FOR IMMEDIATE RELEASE

UW-River Falls to host seminar on marketing livestock

Experts from the University of Wisconsin-River Falls and the Department of Agriculture, Trade and Consumer Protection will present a seminar focusing on effective ways to market livestock May 18-19 at the UWRF Mann Valley Farm in River Falls.

With a focus on beef and pork, highlights of the seminar include:

- carcass evaluation
- USDA quality and yield grades
- beef quality assurance
- labeling requirements
- loan availability
- effective marketing ideas to reach buyers

Attendees will also travel to Sailer's Food Market and Meat Processing, Inc. in Elmwood on Friday to obtain an inside look at the operation of five generations of successful meat processing.

The seminar (Friday, May 18, from 5-8 p.m. and Saturday, May 19, from 7 a.m. to 4 p.m.) costs \$75 per person and includes supper on Friday and breakfast and lunch on Saturday.

Registration is required before May 10 by going online to pay with a credit card at marketplace.uwrf.edu.

The seminar is made available through UW-River Falls and UW-Extension and Farm Services Agency. Questions may be directed to 715-425-3581.

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