

# Marketing

# Your

# Beef Locally

Join New York Beef Council via ZOOM for the following FREE webinars!

Incentives to sign up and attend webinars!

**Building a Local Beef Market**

**Thursday, January 13th**

**7:00 PM—8:30 PM**

**Presented by: Dr. Scott Barao**

**Learning Your Beef Cuts**

**Thursday, February 10th**

**7:00 PM—8:30 PM**

**Marketing & Cooking  
Underutilized Cuts**

**Thursday, March 10th**

**7:00 PM—8:30 PM**

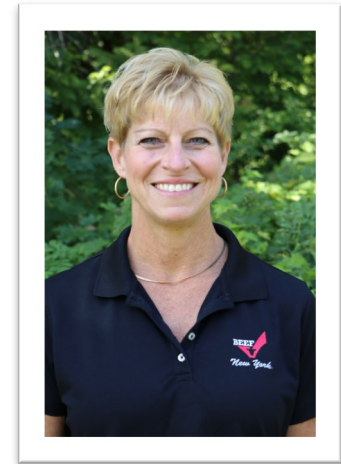
**Adding Value to Your  
Marketing Display**

**Thursday, April 14th**

**7:00 PM—8:30 PM**



Funded by Beef Farmers & Ranchers



**Jean O'Toole**

Executive Director

New York Beef Council

With 16 years of experience in marketing and promoting beef and a previous career in foodservice, Jean will share her passion & tips of best practices for marketing your farm and beef direct to consumers.

**Jean will present:**

**Feb, Mar, Apr webinars**

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**Dr. Scott Barao**

Executive VP:

Maryland Cattlemen's Assoc.  
and Beef Council

Will present January's:

**"Building a Local Beef Market"  
Webinar**

**For more information and to  
register visit:**

[www.nybeef.org/farmers—fencepost](http://www.nybeef.org/farmers—fencepost)

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Funded by the Beef Checkoff.