

Marketing

Your

Beef Locally

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

Learning Your Beef Cuts

Thursday, January 14th
7:00 PM—8:00 PM

Marketing & Cooking Underutilized Cuts

Thursday, February 11th
7:00 PM—8:00 PM

Adding Value to Your Marketing Display

Thursday, March 11th
7:00 PM—8:00 PM



Funded by Beef Farmers & Ranchers



Jean O'Toole

Executive Director
New York Beef Council

With 15 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.

For more information and to register visit:

www.nybeef.org/farmers—fencepost

Contact: Katherine

Staiger

845-325-4721

kstaiger@nybeef.org



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