

Jersey

Value-Added 101



National All-Jersey
workshop

March 21-22
Dayton, OH

FOR EVERY JERSEY OWNER ASKING, "SHOULD I PROCESS MY OWN MILK?"

"The marketplace has more opportunity than ever."
Our recognized experts—**Neville McNaughton**, master cheese maker and facility design; and **Jim Gage**, business strategist and marketing—explain why.

Entrepreneurs in Jersey value-added products will share their stories: for fluid milk processing and marketing, Matt Kilgus, Kilgus Farmstead, Fairbury, IL; and for farmstead cheese, Angel King, Blue Jacket Dairy, Bellefontaine, OH.

TOPICS >> PRODUCT OPTIONS
>> PRODUCT EVALUATION and
CONSUMER DEMAND >> FACILITIES
and TECHNOLOGY >> FOOD SAFETY
and REGULATORY REQUIREMENTS
>> MARKETING and SALES >>
DEVELOPING A LONG-TERM VISION
THAT MESHES WITH YOUR RESOURCES
>> GAINING EXPERTISE and TRAINING

Questions? Contact National All-Jersey Inc.at:

▶ NAJ.USJersey.com

▶ Fax 614/861-8040

▶ Phone 614/861-3636

▶ Email naj@usjersey.com

Draw upon the experience and advice of the experts to develop a strategy for success. They will show you how to look at what you have from the ground up, what products to make, how to set up your facility, and then sell what you produce.

Visit two value added dairy farms. Youngs Jersey Dairy, in operation since 1869, will guide us through their progress from a small dairy store to attracting 1.2 million customers to the dairy annually. The second stop, Ayars Family Farm, will discuss the decision to enter into the niche market for high-quality ice cream.

Detailed schedule, complete program, speaker profiles and registration form online at <http://bit.do/ValueAdded101>

SPACE LIMITED. REGISTER ONLINE BY MARCH 9.

NAJ Member Fee, \$300 Non-Members, \$400 includes workshop, materials, tour bus, lunch at Youngs Jersey Dairy, and breakfast both days.

Note: Fee is non-refundable.

Location: Crowne Plaza, Dayton, Oh. NAJ room rate, \$119 per night, plus taxes, through February 18. Reservations: phone 800/689-5586 or <https://www.ihg.com/crowneplaza/hotels/us/en/dayton/daycc/hoteldetail> Group Code **NAJ**