

Value-Added Dairy Seminar



When

July 1, 2009 from 9:30 am – 2:00 pm

Where

Northwest Agriculture Business Center
419 S. 1st Street, Suite 200
Mount Vernon, WA 98273

Purpose of Seminar

The Northwest Agriculture Business Center (NABC) has supported the establishment of a value-added dairy group. To serve the needs of the group NABC has committed to hosting meetings with Marc Bates 3-4 times per year with presentations on topics of common interest followed by discussion and questions. These have ranged from 2-4 hours in duration depending on the subject matter and have included presentations by Marc Bates, NABC staff and others. Marc Bates will be available both preceding and after the event to meet one-on-one with folks for 30-60 minutes to discuss areas that they did not care to discuss as a group. In conjunction with this event Marc will be in the area to go on-site for those needing technical issues addressed.

Who Should Attend

These seminars are intended for all dairy farmers currently producing value-added dairy products and dairy farmers interested in adding value-added products to their dairy enterprises. This program is designed to educate and assist producers about current industry issues and provide economical solutions to individual technical issues.

Marc Bates

Marc Bates, Senior Consultant has over 37 years experience in the food industry. Marc specializes in training, product development, quality, and food safety, and has extensive experience in research within the dairy industry. His achievements include Food Inspection Specialist for the United States Army; Creamery Operator and Manager for the Washington State University Creamery for 27 years; Coach and trainer of the WSU Collegiate Dairy Products Evaluation team from 1979-96; Official Judge for the United States and World Cheese Championships, the American Cheese Society, and the American Dairy Goat Association; and memberships in the International Association of Food Protection; Washington Assn for Food Protection (Past President); and the American Cheese Society.

Program Highlights

Dairy Processing – Marc Bates, Marc Bates Consulting

- GMP (Good Manufacturing Practices) continued.....

- Follow-up presentation to the preliminary steps of HACCP will be covered. Review of flow diagram drafts. HACCP reference materials will be provided to participants.



Value-Added Business Development topics covered by the Northwest Agriculture Business Center

- Exercises for developing your brand and marketing strategy continued.....
- Creating your promotional package: Elements and resources

Fee

\$25.00/person, registration includes lunch and **optional private meeting** with Marc Bates.

Contact us to set up your on-site visit for July 1st or July 2nd as time allows.

Please email or call to register:

Jake Fowler, jake@agbizcenter.org, 360-336-3727