



Plumpton College at Netherfield Centre for Sustainable Food & Farming Course Information

Course Name: Direct Meat Marketing	Tutors: Simon J. Bishop & Sarah Blackford
Venue: Ivyland Farm Netherfield Nr. Battle East Sussex TN33 9QB	1 day course
	Start Time: 10 am
	Finish time: Approx. 4pm depending on questions and end of course discussions.
Designed for: Individuals considering direct marketing of home produced meat.	
Aims of the course: To introduce participants to the main points that need to be considered when direct selling their own produced meat including likely costs and returns, rules and regulations, facilities and services needed etc.	
Typical number of delegates: 6 -10	Course runs approximately once a year
<u>Course Timetable</u>	
10.00 am – 10.30 am	Course administration/ tea or coffee/introductions
10.30am – 12 noon:	Wealden Farmers Network – a success story! Hoof to Hook checklist Farm Produce Prices Typical Retail Prices Slaughterhouse and Butchery Charges
12 noon – 1.00pm:	EHO requirements (Sarah Blackford) Labelling & Organic certification
1pm – 2pm:	Lunch
2.00pm – 3.30pm:	Visit to Homestead Farm chiller store and meat cutting room. Demonstration of cutting and discussion of meat cuts and sales with butcher.
3.30 pm – 4.00 pm	Summary /Questions and Answers Tea / Coffee and Course Evaluations
What you need to bring: Hot & cold drinks are provided, but you will need to bring a packed lunch. In the morning the course is classroom based. During the afternoon the course will be held on the farm. Please bring appropriate clothing and footwear for both venues.	
As an ongoing precautionary measure, please ensure that items of clothing and footwear used previously on another farm, have been thoroughly cleaned.	
Course Outcome: College Certificate (on request)	
Follow on course suggestions: Pork Butchery, Lamb Butchery, Venison Butchery, Sausage Making, Selection of Finished Lambs, Selection of Finished Livestock Basic Food Hygiene Certificate, Bacon & Gammon Curing Salami & Cured Sausage Making	
For dates and further course information please contact Plumpton College at Netherfield	
To book this course, for further information, or in case of an emergency on the day of the course please contact:	
Plumpton College at Netherfield Netherfield Place Farm, Netherfield, Nr. Battle. East Sussex TN33 9PY Telephone: 01424 775615 e-mail info@netherfieldcentre.co.uk	