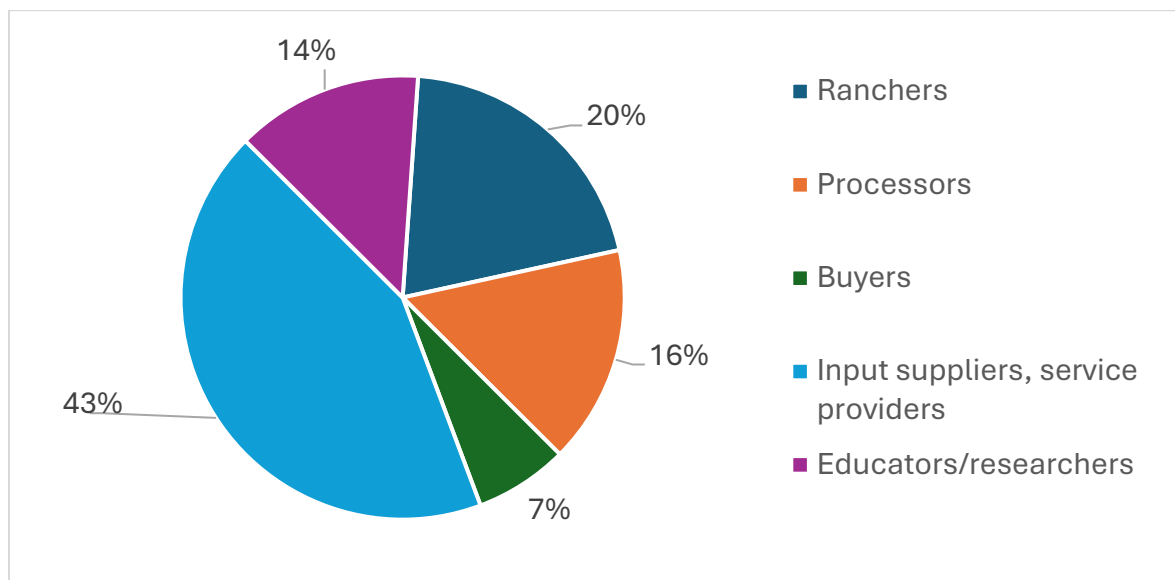


Evaluation Summary: 2024 Mountain Meat Summit

The **2024 Mountain Meat Summit**, held in Bozeman, Montana from May 21-23, brought together over 130 key figures in the Mountain West's local and regional meat supply chain, including chefs, processors, educators, and producers. The event was dedicated to advancing market opportunities, building connections, and enhancing skill development across the region, with a strong emphasis on business-to-business collaboration and insightful presentations from industry leaders and academics.

The Summit combined educational tours, technical sessions, and numerous networking opportunities where meaningful conversations and practical connections were made-often over locally sourced meat dishes, hors d'oeuvres, and even some vegetables for good measure. The event concluded with a consulting and education fair, featuring samples and presentations by local charcuterie makers.

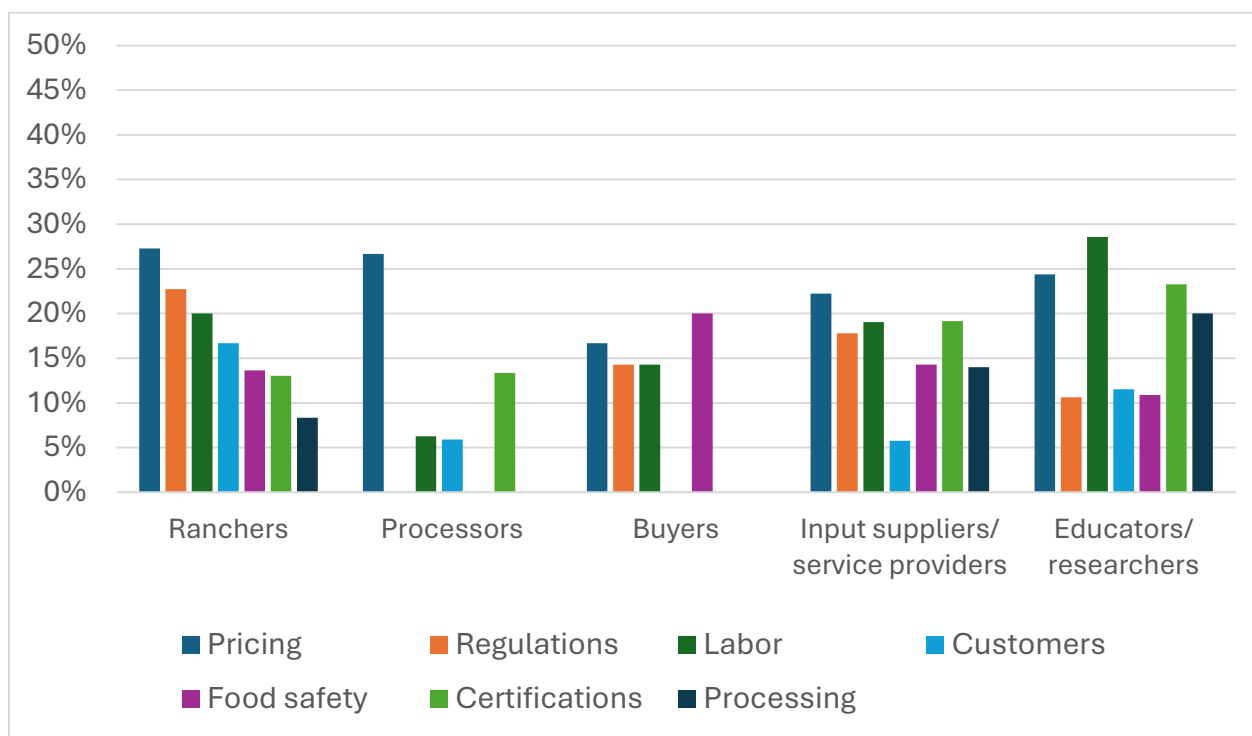
For this event, one survey was administered that combined both a pre and post survey instrument. Of 130 participants, we obtained 57 responses from which we could measure outcomes across conference participants. Of those who completed the pre and post surveys, 20% were ranchers; 16% were processors; 7% were buyers; 43% were input suppliers or service providers; and 14% were educators and/or researchers.



Primary Mountain Meat Summit goals included increasing knowledge on a range of meat-industry topics and enhancing connectivity across meat supply chain stakeholders. Knowledge gained varied across topics and stakeholders. The table below shows overall knowledge gains across all participants, with pricing, labor and product differentiation being the areas where participants gained the most information.

Subject area	Percent knowledge gained
Pricing and business profitability	24%
Labor recruitment and training	20%
Certifications or other ways to differentiate products	18%
Regulations around meat sales	14%
Processing options for meat products	13%
Food safety training/implementation	11%
Customer demand for meat products	9%

The chart below shows that each participant group had different areas of key learning, including some groups indicating that they gained no new knowledge in several areas (i.e., processors reported no new knowledge gained in understanding the regulatory environment, product differentiation and processing. Ranchers reported knowledge gained in all areas, as did input suppliers/service providers, and educators/researchers.



In terms of understanding and building networks, Summit participants told us how frequently they interacted with other meat supply chain professionals both before and after the event. In general, ranchers reported the most frequent contact with other ranchers, with processors, with input suppliers/service providers and educators/researchers. Ranchers did not report that this activity would increase significantly; however, they did feel they would have more interaction with

restaurant buyers and chefs following the event. Processors indicated that they would have more interaction with educators/researchers, and buyers indicated a slight increase in connectivity with processors, chefs, suppliers/service providers and educators/researchers. The greatest gains in professional interactions appeared among input suppliers/service providers and educators/researchers who expected to interact with all meat supply chain participants on a more regular basis.

Looking ahead to how the Summit might influence future networking, we asked participants to estimate the number of direct connections they thought they would contact in the 6 months following the Mountain Meat Summit. Similar to our findings from the 2023 Summit, ranchers estimated that they would make the most connections of all supply chain stakeholders at 307 total, followed by processors (231) and educators/researchers (210). The table below provides details on how each group of participants anticipated connecting with others, in terms of the total number and then the average per business relationship.

		Ranchers	Processors	Buyers	Chefs	Input suppliers	Educators
Ranchers (n=9)	<i>Total</i>	26	13	15	15	9	13
	<i>Average</i>	5.20	2.17	3.00	3.75	3.00	2.60
Processors (n=7)	<i>Total</i>	62	28	63	44	14	15
	<i>Average</i>	12.40	7.00	12.60	11.00	4.67	3.75
Retailers (n=3)	<i>Total</i>	20	20	14	15	11	10
	<i>Average</i>	20.00	20.00	14.00	15.00	11.00	10.00
Input suppliers (n=19)	<i>Total</i>	124	118	58	51	60	76
	<i>Average</i>	8.27	7.38	4.46	4.64	5.45	5.43
Educators (n=19)	<i>Total</i>	75	52	29	14	36	96
	<i>Average</i>	5.77	4.33	4.14	2.33	4.00	6.86
Total	<i>Total</i>	307	231	179	139	130	210
	<i>Average</i>	7.87	5.92	5.77	5.35	4.81	5.53

When asked how the conference will impact the way participants do business in the future, attendees responded that they gain insights regarding:

Business impact	Percent of attendees
Networking that will advance business objectives	43%
Provided foundational education on industry trends and supply chains	30%
Information to improve workforce training	10%
Unsure of impact	7%
Pricing update and info on alternative products	3%
Production will increase	3%
Not applicable	3%