

Direct Marketing of Meat and Meat Products




UC Cooperative Extension
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What is Direct Marketing?

- Definition
 - Selling food and farm products directly to consumers without using an intermediary



Direct Marketing Examples

- Roadside markets and farm stands 
- Farmers' markets and public markets 
- Pick-your-own (PYO) 

Direct Marketing Examples

- Community supported agriculture (CSA)
 - Subscription marketing
- Direct sales to restaurants and stores
- Agricultural tourism and on-farm recreation
 - Example: hayrides, petting zoo, cornfield maze



Benefits of Direct Farm Marketing

- Higher prices—selling at retail prices
- Greater net income—retain portion normally collected by wholesalers



Direct Farm Marketing Benefits

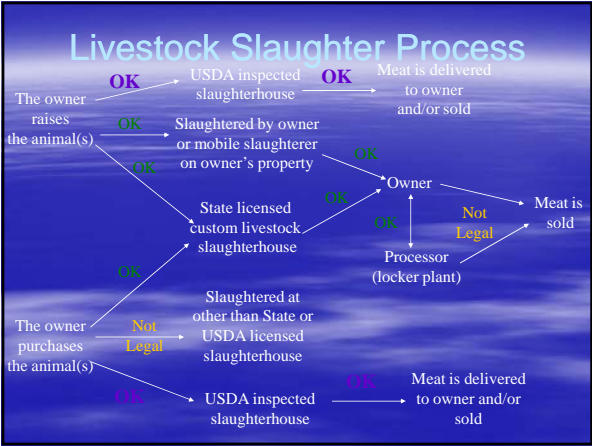
- Sell non-food products
 - on farm recreation, agri-tourism
- Market value-added products
 - processed meats, "natural" or organic



Direct Marketing of Meat or Meat Products: Rules and Regulations

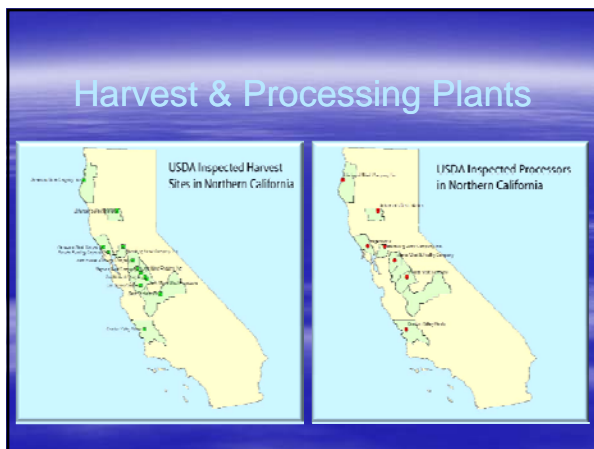


- ## Amenable Species and Poultry
- Amenable species includes cattle, sheep, swine, goats, ostrich and emu
 - Poultry with >20,000 chickens per year or >10,000 turkeys per year
 - Require USDA-inspected slaughter in order to direct market meat from these animals





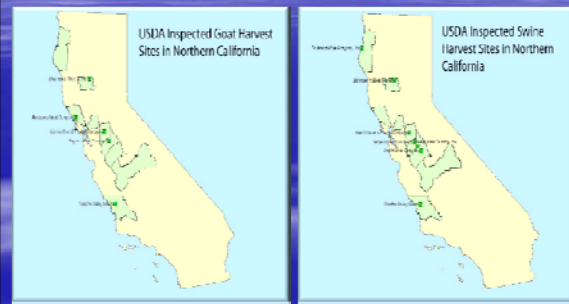




Harvest & Processing Plants



Harvest & Processing Plants



Harvest & Processing Plants



Barriers limiting entry to niche markets
(1=not a barrier, 5=very significant barrier)

Barrier	Average Score
Access to slaughter	4.0
USDA regulation/label	4.0
Access to processing	3.8
Organic cert. process and costs	3.8
Access to marketing & distribution channels	3.6
Knowledge about doing direct sales	3.5
Matching customer demand with product availability	3.5
Insurance requirements	3.4

Larger Barrier
↓
Smaller Barrier

Barriers limiting entry to niche markets
(1=not a barrier, 5=very significant barrier)

Barrier	Average Score
Customer education	3.3
Time away from ranching activities	3.3
Finding customers	3.1
Capital to get started	3.1
Sales negotiations & payment collections	3.1
Knowledge of consumer preferences	3.1
Lack of cash flow while feeding livestock	3.1
Transportation to processing facility	2.9
Lack of land/feed to hold & finish livestock	2.7

Larger Barrier
↓
Smaller Barrier

Poultry, Rabbit, Game, and Exotic Poultry Species

Inspection for meats used in direct marketing:

1. Family run farms (no hired help)
 - No inspection required at state level
 - But may be required by county or city laws
 - Check local or county department of environmental health
2. Family run farms with hired help
 - State inspection required
 - Can go to voluntary USDA inspection (fee assessed)

Poultry, Rabbit, Bison, and Exotic Poultry Species

- Rabbits, bison, and exotic meats are exempt from USDA inspection
 - Non-retail poultry plants with < 20,000 chicken or <10,000 turkeys processed per year are also exempt from USDA inspection
- Meats must be inspected by California Department of Food and Agriculture Meat and Poultry Inspection Branch

Poultry, Rabbit, Game, and Exotic Poultry Species

Inspection for meats used in direct marketing:

3. Live animals or birds delivered to state inspected facility
 - Slaughtered carcasses can be picked up on ice and sold at farm.
