

Local Meats Marketing

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NDSU

ANIMAL SCIENCES

Why Direct Market?

- Allows producers to diversify
- Can be personally rewarding
- Adds a personal touch to meat production
 - Can benefit our community as it puts a face to the industry
 - Important for education
 - Vital for some species



What is Direct Marketing?

- Any form of marketing that is direct to the consumer
 - More selective than mass marketing
 - On farm sales
 - Roadside markets
 - Farmers markets (popular in the summer)
 - Targeted social media post
 - Word of mouth
 - Direct to restaurant sales
- A combination of these is common



Focused Strategies

- Custom Exempt
 - Consumer buys the animal from producer
 - Best for start ups that don't have ideal facilities
- On Farm Sales
 - Individual cuts or bundles sold to consumer from operation
 - More regulated and must be state inspected
- Farmers Market
 - Cuts/bundles sold to consumer at a market
 - More exposure in public



Custom Exempt

- Inspection “exempted” since animal is for personal consumption
- Easiest to start
- Consumer purchases live animal
 - Usually based off of live weight
 - Often sold as quarters and halves
 - Up to 8 people can purchase portions from 1 animal
 - Consumers pay processing too
- Does not apply to poultry

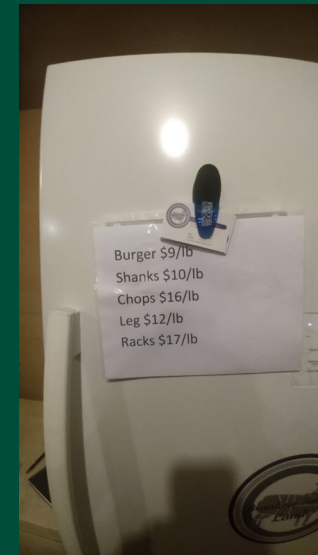


State Inspected

Federal Inspection

On Farm Sales

- Require state inspection:
 - Federal inspection also works
- Retail food license from North Dakota Dept. of Health
- Good, secure freezers
- More difficult
- Consumers come to you
 - Perception is **CRUCIAL**
- Inventory management
- Suggested you register your business name
 - \$25 dollar fee



Farmer's Market

- Requires state inspection:
 - Federal also valid
- Retail food license from North Dakota Dept. of Health
- Good, secure freezers
 - Meat must be kept frozen at farmer's market
- Point of sale occurs at farmer's market
 - Attractive booth/stand and signs with prices
- Inventory management
- Suggested you register your business name
- \$25 dollar fee



Poultry Regulations

- Poultry is farm-raised chickens, ducks, geese, guinea hens, squab, turkeys
- If <1000 head processed and sold:
 - Record keeping required but no inspection
- If less than 20,000 but more than 1000:
 - Record keeping, facilities, and sanitation inspection
 - Conducted quarterly
- Poultry products processed at home may **not** be sold at farmer's markets
 - Does not include eggs, just meat



State Inspected

WHISTLESTOP BUTCHER SHOP LLC	14911 29TH ST SE	AMENIA	ND	58004
BOWDON MEAT PROCESSING	PO BOX 60	BOWDON	ND	58418
BARTON MEATS INC.	1020 N 11TH ST	CARRINGTON	ND	58421
MAPLE VALLEY LOCKERS INC.	218 4TH AVE	ENDERLIN	ND	58027
MYERS MEATS & SPECIALTIES, INC.	1 CESSNA DR	GARRISON	ND	58540
SCHWEITZER'S GOURMET MEATS	23881 MOFFIT RD	MOFFIT	ND	58560
WEST RIVER BUFFALO SUPPLIERS	1575 VALLEY DR	RAPID CITY	SD	57703
MEMA'S MEATS	28525 86TH AVE NW	BERTHOLD	ND	58718
CUSTOM KUT MEAT INC.	271 66TH AVE NE	CARRINGTON	ND	58421
SPRUCE HILL MEATS, LLC	8556 147TH AVE SW	BOWMAN	ND	58623
PEARSON'S GREEN ACRES	11050 318 AVE NE	WILTON	ND	58579

Federal Inspected

CASSELTON COLD STORAGE	PO BOX 368	CASSELTON	ND	58012
FAIRMOUNT LOCKERS	PO BOX 151	FAIRMOUNT	ND	58030
NDSU, ANIMAL SCIENCE DEPT.	PO BOX 6050, DEPT 7630	FARGO	ND	58108-6050
HILLTOP MEATS, INC.	904 3RD ST NW	HAZEN	ND	58545
LANGDON LOCKERS	324 6TH ST	LANGDON	ND	58249
NORTH AMERICAN BISON, LLC	PO BOX 672	NEW ROCKFORD	ND	58356
6 IN 1 MEATS, LLC	401 SOUTH 1ST ST	NEW SALEM	ND	58563
GREAT FRONTIER MEATS	421 3RD ST S	OAKES	ND	58474
VALLEY MEAT SUPPLY	1269 W MAIN ST	VALLEY CITY	ND	58072
YELLOWSTONE RIVER BEEF	6 E DAKOTA PARKWAY	WILLISTON	ND	58801
SOUTH FORTY BEEF	9214 HIGHWAY 21	MOTT	ND	58846

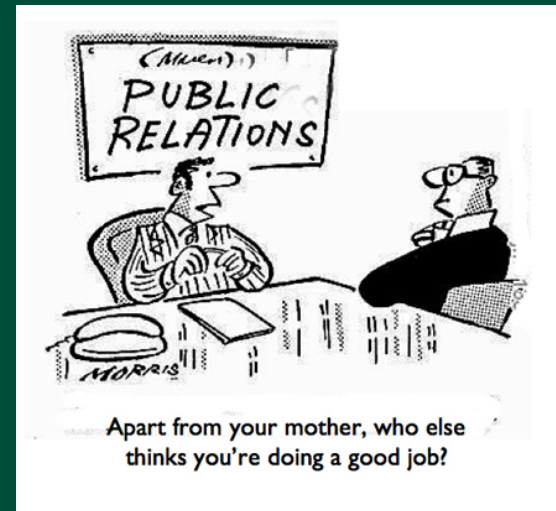
Advantages

- Allows your consumer to put a face to the industry
- With custom processing you can determine trends
- Good for ag advocacy
- If mixed with traditional marketing:
 - Adds a good degree of spread income
 - Adds herd/flock flexibility too



Risks

- Have to be willing to network
- Have to be confident in your product
- Be mindful of public perception
- May get stuck with unsold product



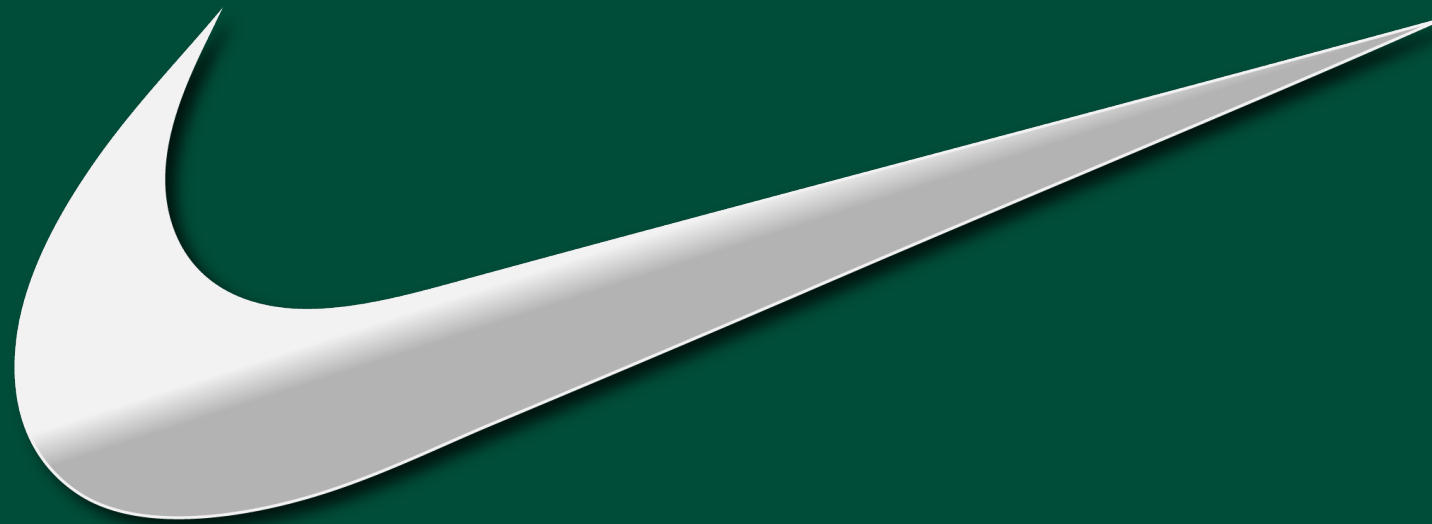
Consumer Perception

- By removing the middle man:
 - You open yourself up to direct scrutiny
 - Have to be aware of everything you do
 - Your brand is you
 - If done properly can be beneficial
 - Trouble with organizations opposed to animal ag.



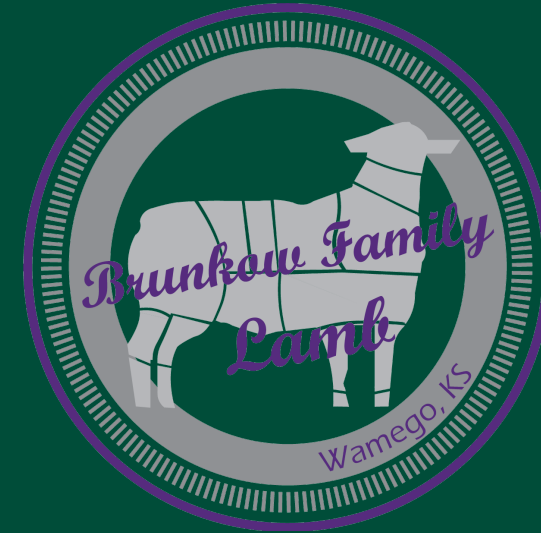
Name These Brands





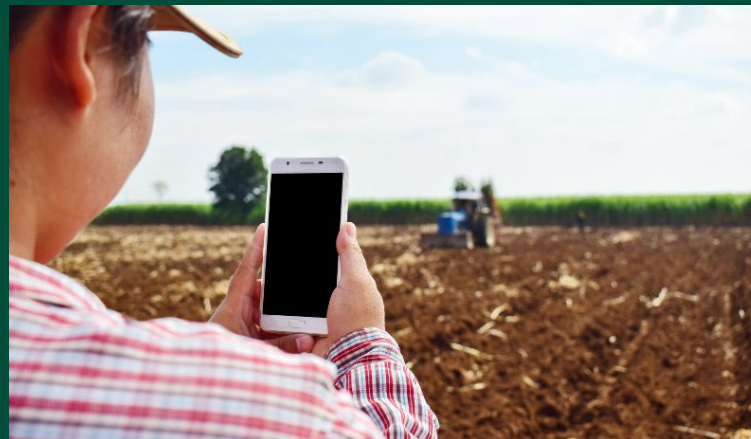
Branding

- Important with any consumer product
- Create a visually appealing logo
- Consider registering business name
 - Not required but recommended
- Brand cookbook



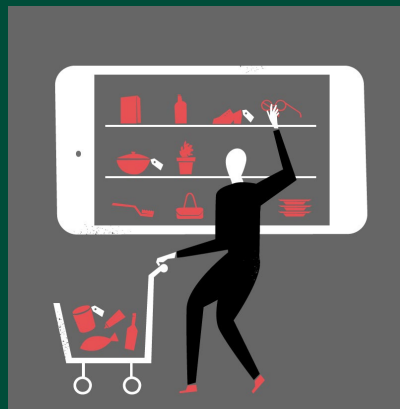
Social Media

- Advertise product
- Make a public presence
 - Show what you do day to day
 - Improves customer confidence
- Be wary of what you show though
- If trying new cuts/products showcase them on social media



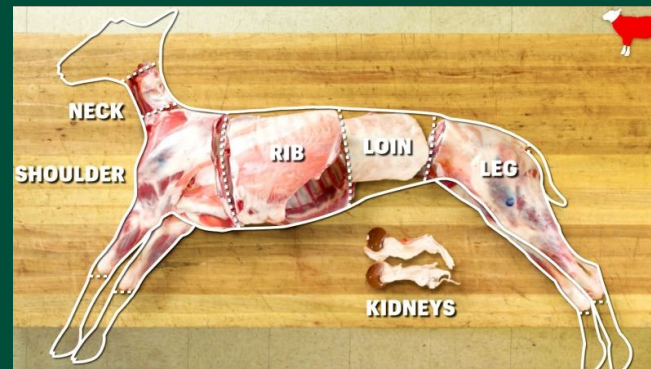
Marketplaces

- Easy to follow contact information
- Clear mission statement
- Flexibility, with boundaries
 - Delivery can be a good tool, with limits
 - Unconventional hours
- Engaging post
- <https://www.brunkowfamilylamb.net/>



Product Development

- If doing individual cuts:
 - Talk to consumers to see what interest them
 - Don't be afraid to experiment in small amounts
- If selling carcasses:
 - Make suggestions to each customer
 - Big family with small children
 - Roast and ground over chops
 - Young newlyweds
 - Suggest cutting roast into shoulder steaks



Product Development

- Regional specialties
 - Wild Rice Summer sausage vs. Kansas City Burnt Ends
 - Regional dishes for diversity
- Pre-seasoned/Pre-marinated
- Bundled products
 - Meat cuts that pair well
 - Pre-portioned soups, etc.



Current Resources

- List of State and Federal Processors: <https://www.nd.gov/ndda/livestock-development-division/meat-inspection/north-dakota-meat-processors>
- Farm to Market Guide: <https://www.nd.gov/ndda/sites/default/files/legacy/resource/FarmToMarketGuide.pdf>
- Local Foods Directory Map: <https://www.nd.gov/ndda/NDLFFMAP>

BREAKOUT ACTIVITY

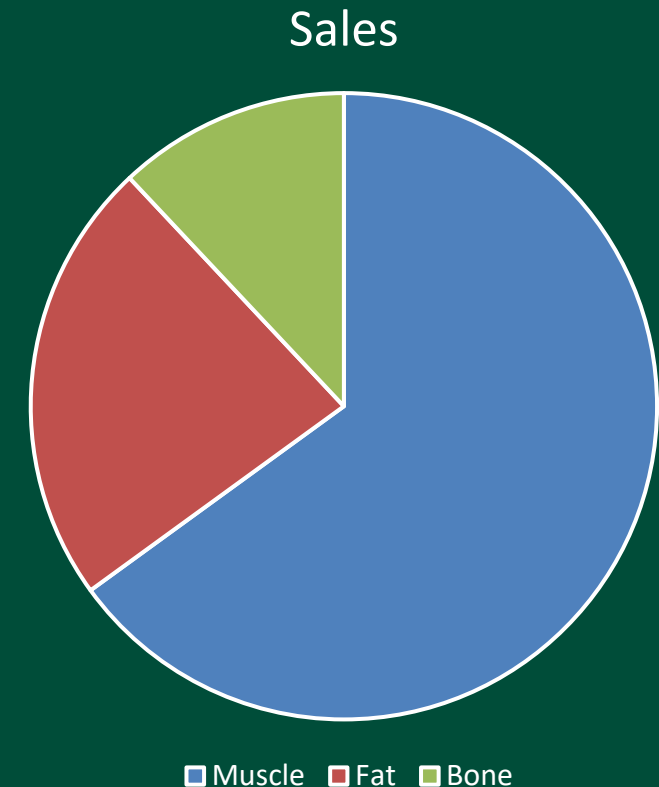
Beef Carcass Breakdown

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Beef Carcass Composition

- Muscle (40-65%)
 - Most valuable
- Fat (15-25%)
 - Good when in muscle (marbling)
 - Not as sought after when external
- Bone (10-15%)
 - Least valuable
 - Boneless cuts are usually costlier



Quality Grade

- USDA Grades
 - Prime
 - Choice
 - Select
 - Standard
- Factors
 - Maturity
 - Marbling
 - Primary determiner
 - Intramuscular fat

Figure 1. USDA Beef Grading Chart
Relationship Between Marbling, Maturity and Carcass Quality Grade¹

Degrees of Marbling	Maturity ²				
	A ³	B	C	D	E
Slightly Abundant	PRIME				
Moderate			COMMERCIAL	COMMERCIAL	
Modest	CHOICE				
Small					
Slight	SELECT		UTILITY	UTILITY	
Traces					
Practically Devoid	STANDARD			CUTTER	

¹Assumes that firmness of lean is comparably developed with the degrees of marbling and that the carcass is not a "dark cutter."

²Maturity increases from left to right (A through E).

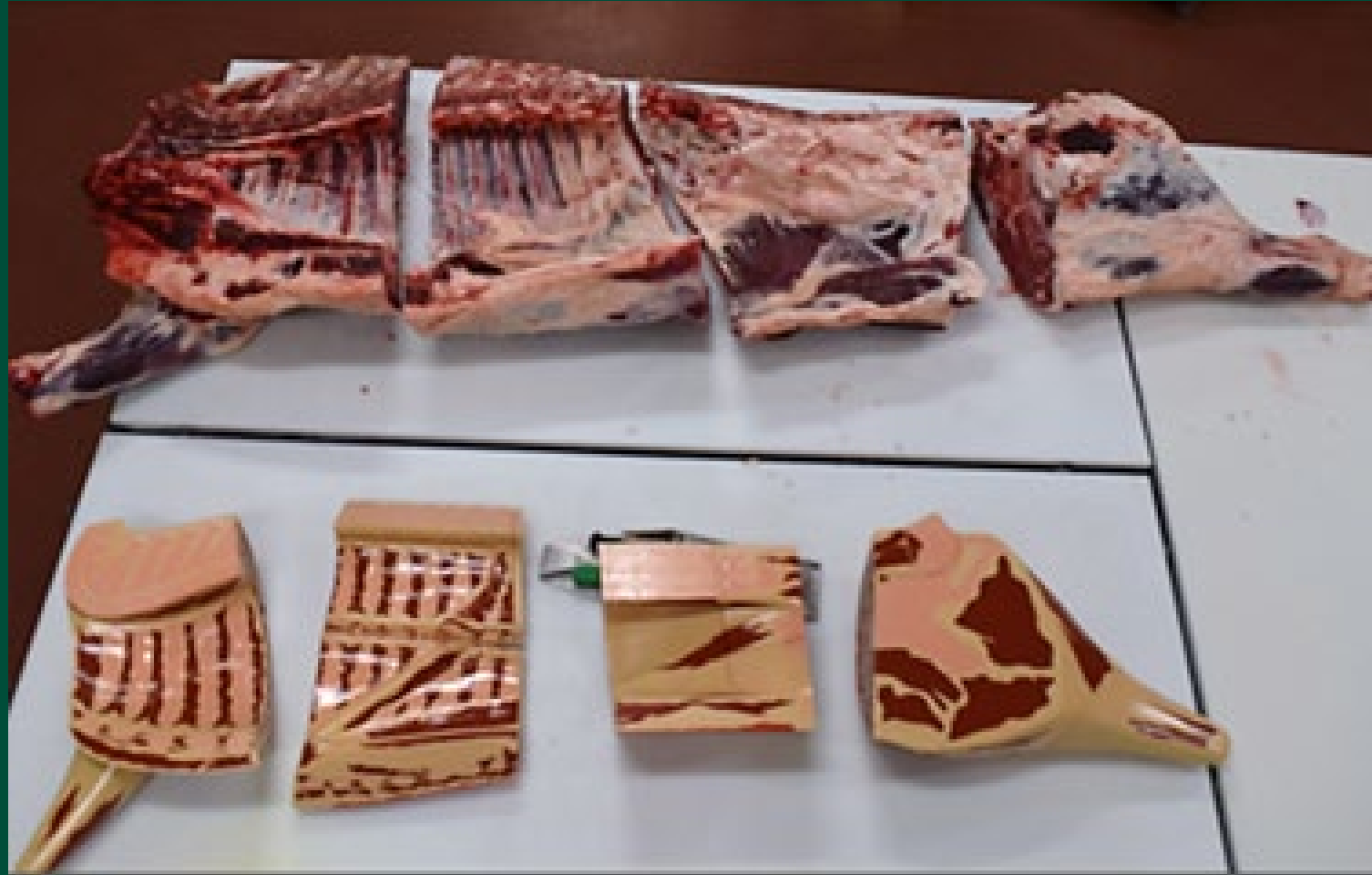
³The A-maturity portion of the Figure is the only portion applicable to bullock carcasses.

Yield Grading

- A determination of available meat
 - Boned and trimmed retail cuts from the carcass
- On a scale from 1 to 5
 - 1 signifies high yielding/lean carcass
 - 5 signifies low yielding/fat carcass
- Four factors:
 - Size of ribeye (REA)
 - External fat
 - Hot carcass weight (HCW)
 - Kidney, pelvic, and heart fat percentage (KPH)



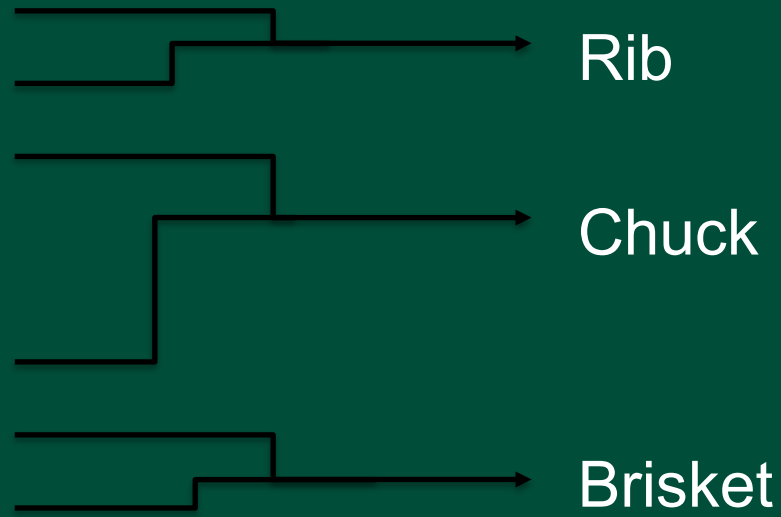
Primal Breakdown



Sub-Primal Cuts

- Large portions, but not consumer cuts
 - Boxed beef
 - Mainly boneless
 - Examples:

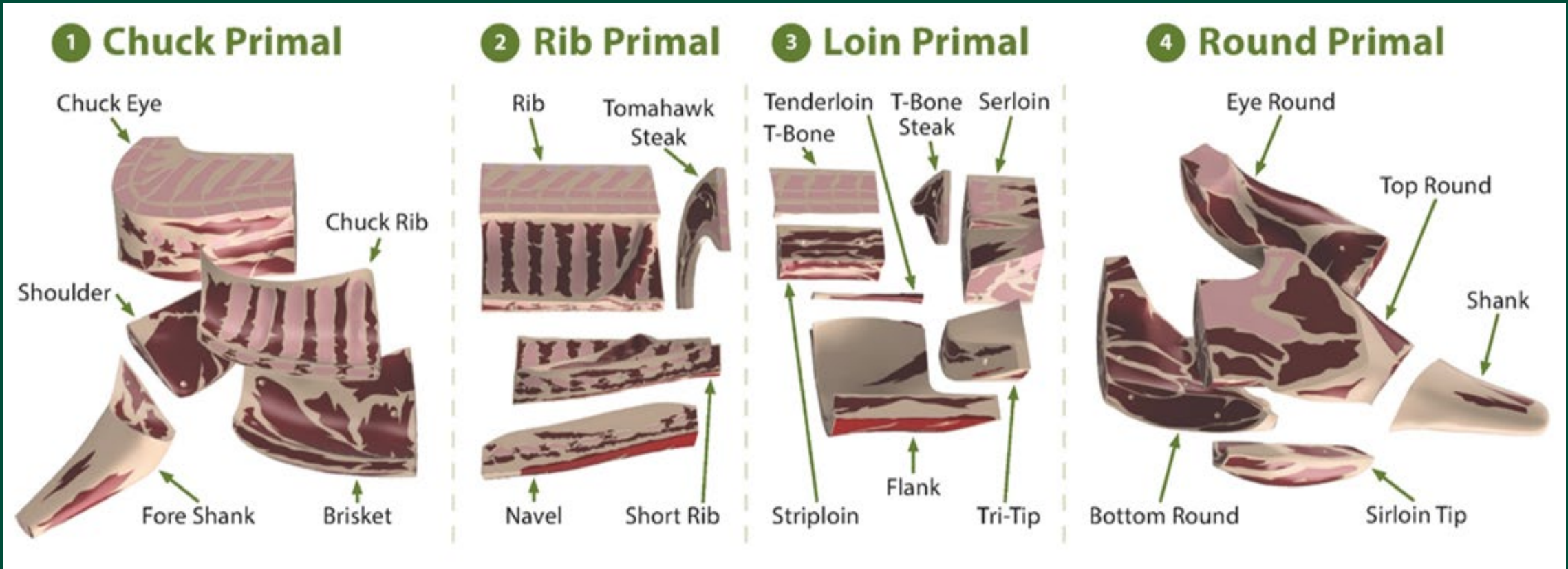
- Short rib
- 7-bone rib
- Neck
- Blade
- Shoulder
- Cross Rib
- Brisket point
- Brisket plate



Retail Cuts

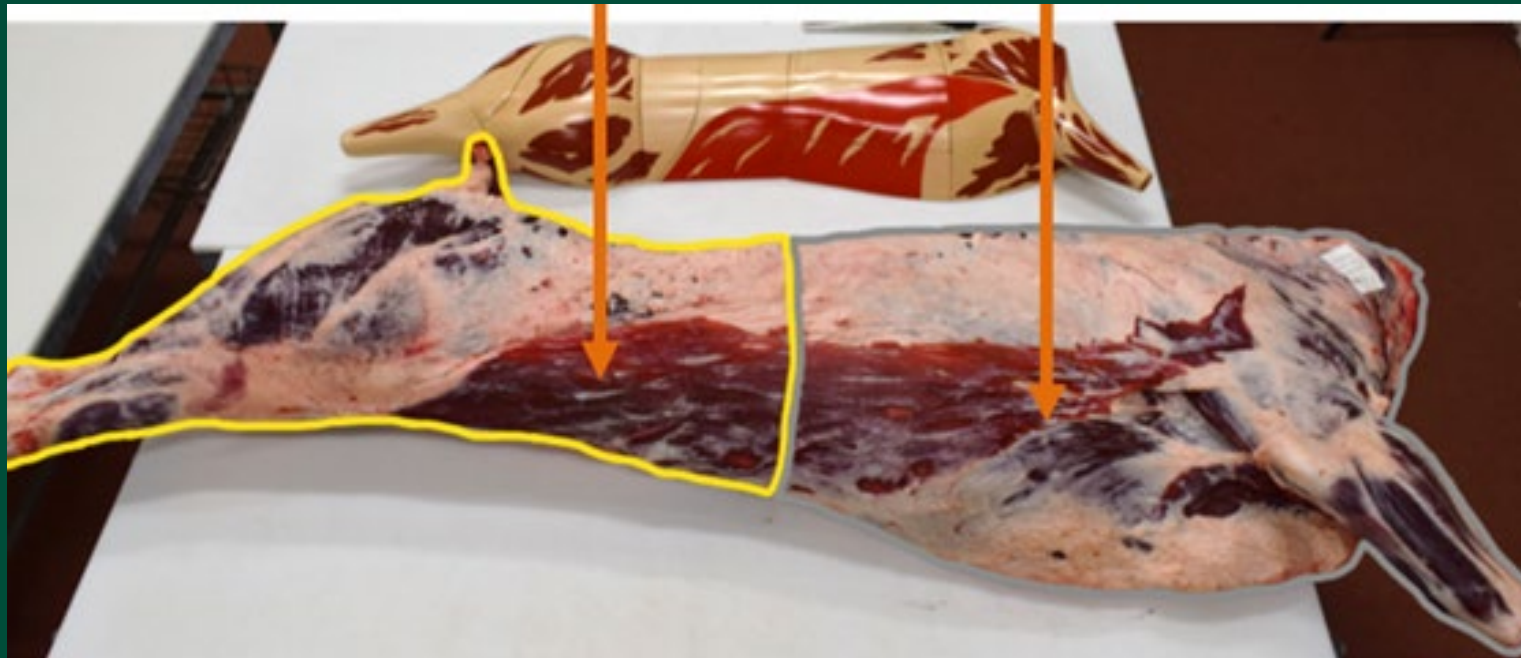
- Cuts most commonly sold to consumer
 - Some examples:
 - Sirloin steak
 - Chuck roast
 - Tri-tip roast
 - T-Bone steak
 - Ribeye steak
 - Rib roast
 - Round steak

Primal Cuts into Retail Cuts



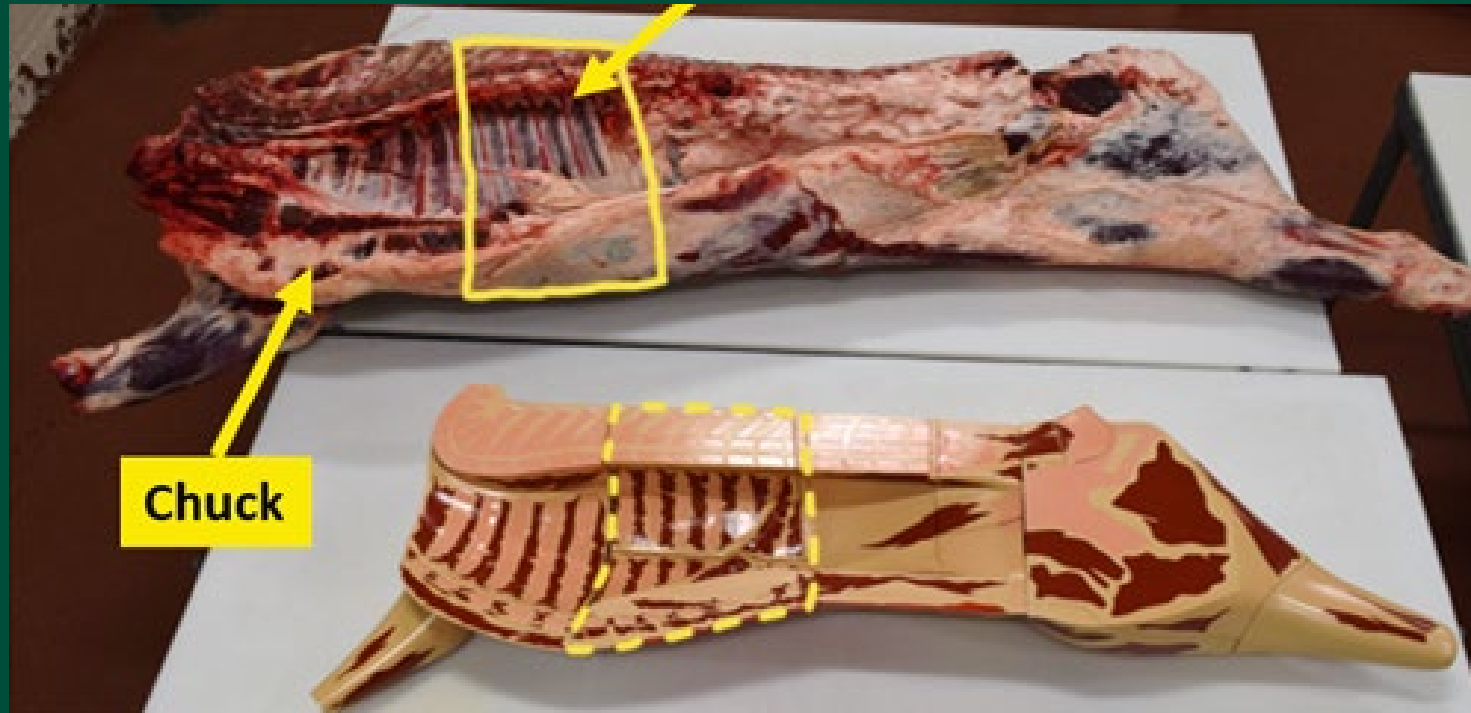
Separating into Halves

- Carcass is cut between 12th and 13th rib
 - Forms hindquarter and forequarter



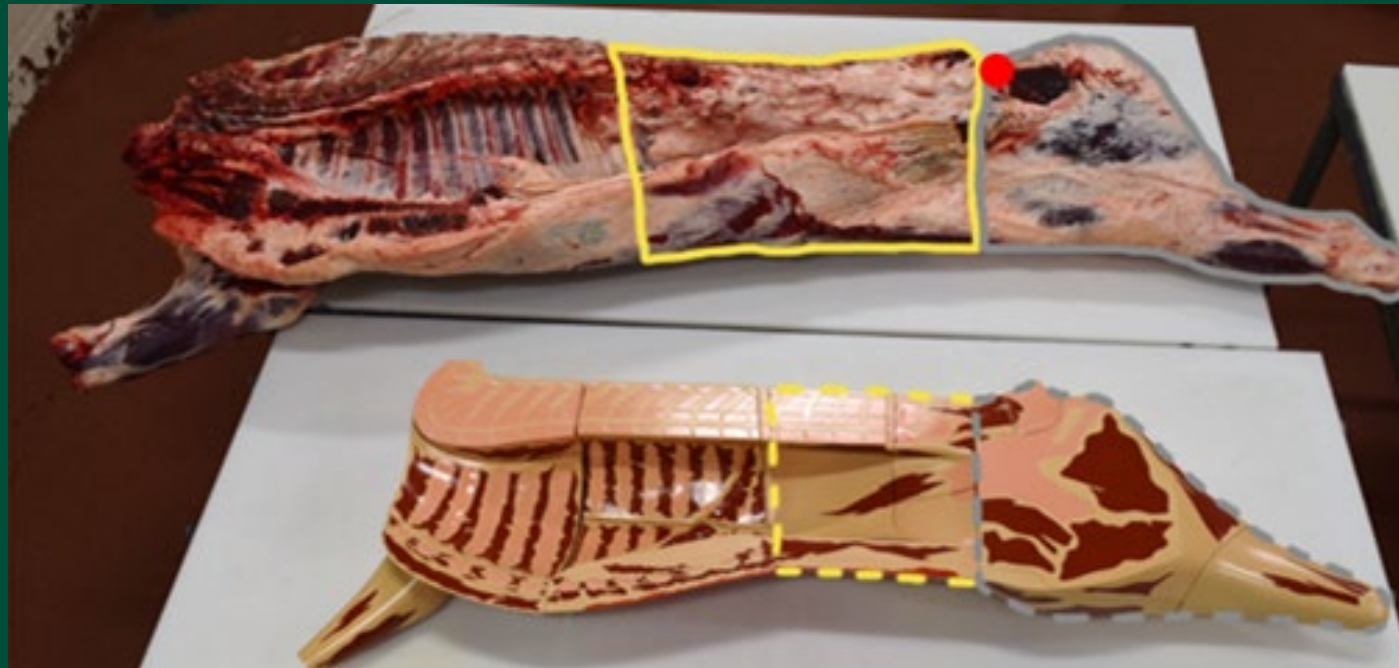
Forequarter Fabrication

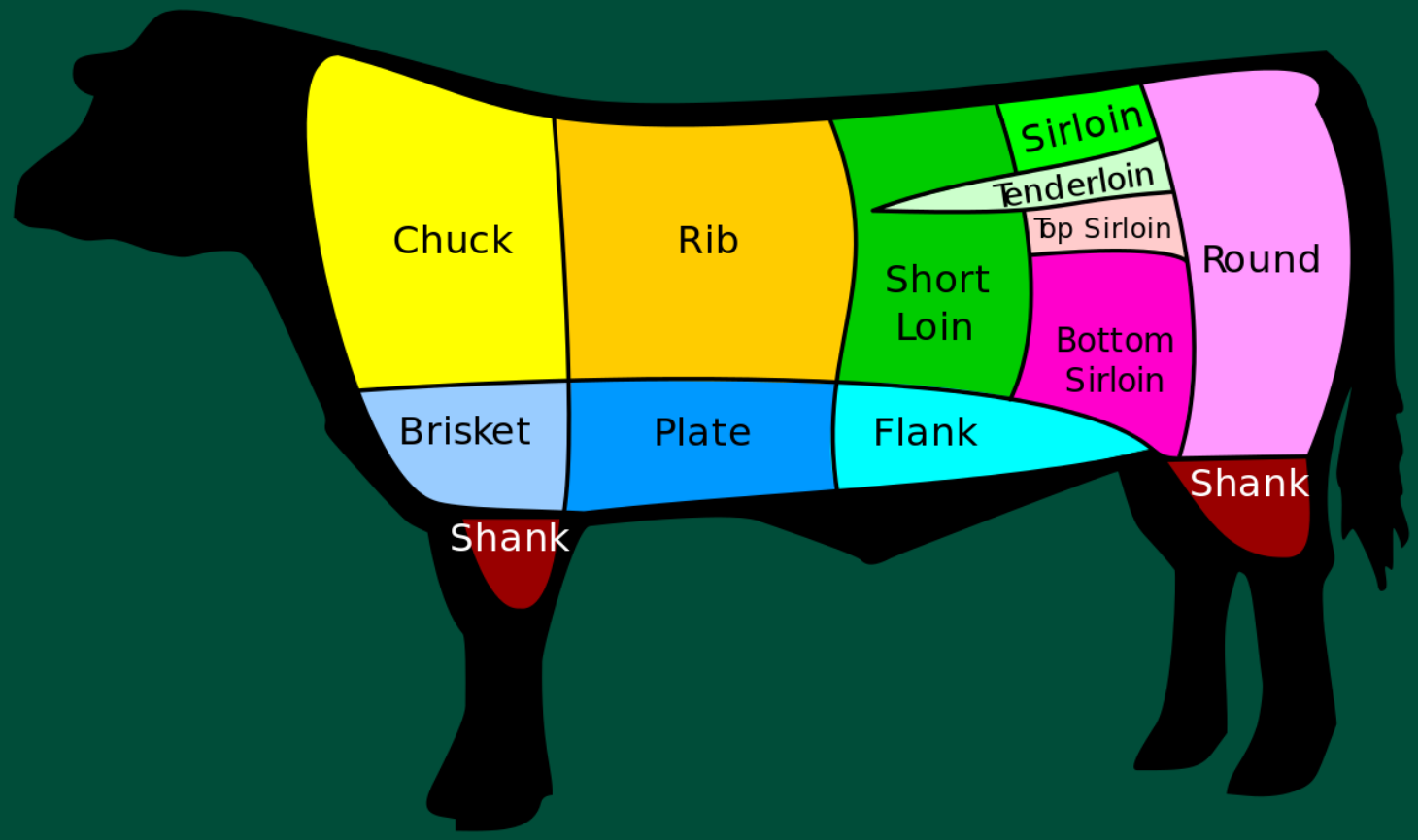
- Forequarter is separated at 5th and 6th rib
 - Creates chuck and rib primal cuts



Forequarter Fabrication

- Loin and round are separated
 - Cut perpendicular to hip bone (aitch bone)





Cooking Methods

- Dry heat methods:
 - Grilling
 - Pan searing
 - Roasting
 - Broiling
- Moist heat methods:
 - Braising
 - Stewing



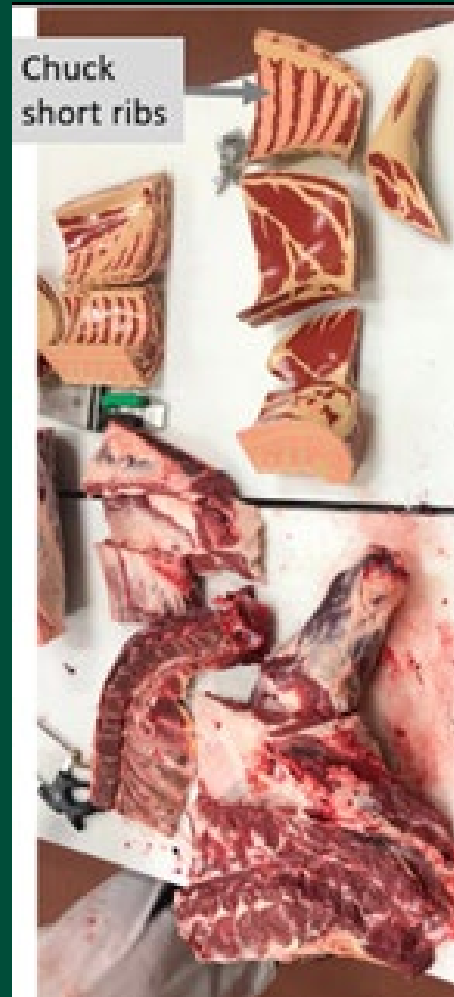
General Cooking Rules

- Muscles with high locomotion:
 - Long and slow cooking to breakdown tissues
 - High moisture to facilitate breakdown
 - Marinades
 - Combination of these
- Cuts from areas of low locomotion:
 - Can be cooked fast at high temps
 - If overcooked can become dry, tough



Shoulder

- Three primal cuts:
 - Chuck
 - Brisket
 - Front Shank
- Sub-primal cut examples:
 - Chuck short ribs
 - Chuck flap
 - Mock tender
 - Vegas steak
 - Top blade



Shank

- Lower portion of the leg
- Extremely tough cuts with limited meat
 - Slow cooking, but especially stewing
 - Moisture and low slow breakdown connective tissue
 - Potential for thickening of stews and added meat to dishes



Brisket

- Breast of the beef carcass
 - No bones in this cut
 - Lots of intramuscular fat
 - One of the most popular BBQ cuts
 - Benefits from low and slow smoking
 - Can be broken down farther into flat and point
 - Also popular in Jewish communities
 - Traditional pot roast, pastrami, and corned beef



Rib

- Ribs in the forequarter of the carcass
 - Ribs 6 through 12 with portions of backbone
 - Contains the *Longissimus dorsi*
 - Used in cuts such as Kansas City strip
 - Usually cooked using dry heat methods
- Contains seven ribs
 - Potential for:
 - Ribs
 - Oven prepared rib
 - Tomahawk steak
 - Ribeye roll

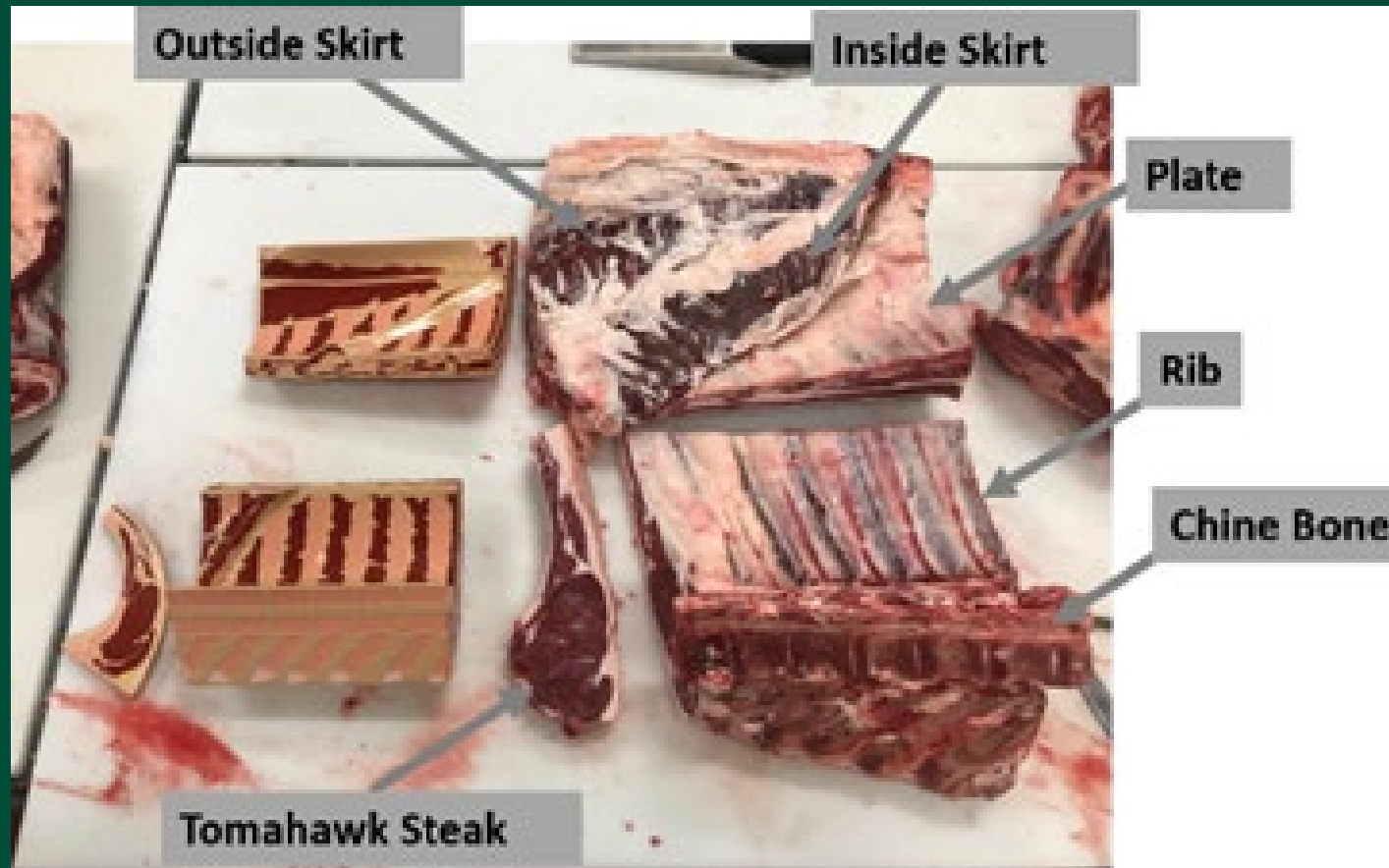


Plate

- Bottom portion of rib connected to sternum
 - AKA Short plate
 - Tough, fatty, bone-in
 - Retail cuts include:
 - Skirt steak
 - Short ribs
 - Best if braised or grilled



Rib & Plate



Loin

- Part of the hindquarter
 - Includes:
 - Sirloin
 - Flank
 - Contains expensive and tender cuts
 - The sirloin can be processed into a short loin
 - Cuts that come from the loin:
 - New York steak
 - T-bone steak
 - Porterhouse
 - Tenderloin
 - Filet mignon



Flank

- Located beneath loin and behind the plate
- Very fatty and lots of connective tissue
 - Often ground
 - London broil and flank steak are also popular
 - Acidic marinades are recommended
 - Best grilled or braised



Round

- Back leg of the carcass
- Contains 5 primal cuts
 - Top round
 - Bottom round
 - Sirloin tip
 - Eye of round
 - Heel
- Typically tough due to the location
 - Used for movement extensively
 - Lean and flavorful however



Packaging Matters

- Expensive cuts, such as steaks:
 - Plastic wrapping encouraged
 - “See” what they are buying
- “Value” cuts:
 - Paper wrapped/non-translucent can be acceptable
 - Ground beef
 - Roast
- Listen to customer base



LOCAL MEATS WEBINARS

Local Meats Webinars

- Panelist were given topic and open forum
- Webinar topics
 - Getting Livestock Ready for Harvest
 - Meat & Poultry in Farmer's Markets & Farm to School
 - Retail Meats & Inventory Management
 - Building Your Consumer Relationships for Success
 - Poultry Meat & Egg Production
- Recordings on YouTube at NDSU Extension



Getting Livestock Ready for Harvest

- Created a starting point for producers
- Finishing livestock is important, may be species specific
 - Lamb matures faster than beef
 - Breed and purpose dependent also
 - Traditional finished lamb vs. ethnic market lamb
- Important not over condition, however



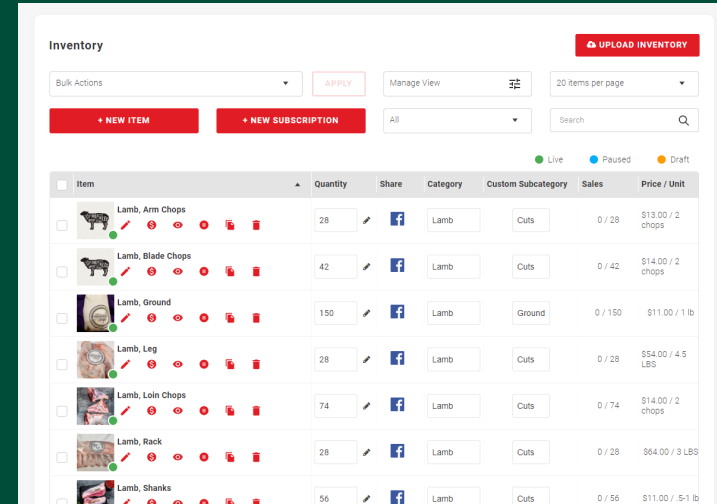
Meat & Poultry in Farmer's Markets & Farm to School

- Local foods as an alternative to processed foods
- Local produce is already in some schools
- Opportunity to see local meats in schools
- Successes in farmer's markets
 - Limited success so far in schools



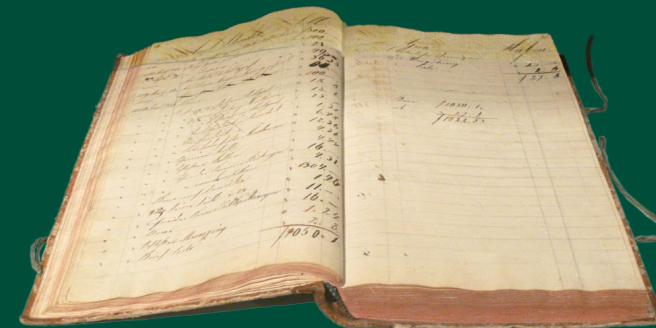
Retail Meats & Inventory Management

- Challenges of managing inventory
- Technology strategies:
 - Barn2Door
 - Facebook Marketplace
- Others:
 - Diligent paper records
- Important for online orders and combination practices



The screenshot displays a web-based inventory management interface. At the top, there are controls for 'Bulk Actions', 'Manage View', and '20 items per page'. Below these are buttons for '+ NEW ITEM' and '+ NEW SUBSCRIPTION', along with a search bar. A legend indicates 'Live' (green dot), 'Paused' (blue dot), and 'Draft' (orange dot) statuses. The main table lists various meat items with columns for Item, Quantity, Share, Category, Custom Subcategory, Sales, and Price / Unit.

Item	Quantity	Share	Category	Custom Subcategory	Sales	Price / Unit
Lamb, Arm Chops	28		Lamb	Cuts	0 / 28	\$18.00 / 2 chops
Lamb, Blade Chops	42		Lamb	Cuts	0 / 42	\$14.00 / 2 chops
Lamb, Ground	150		Lamb	Ground	0 / 150	\$11.00 / 1 lb
Lamb, Leg	28		Lamb	Cuts	0 / 28	\$54.00 / 4.5 LBS
Lamb, Loin Chops	74		Lamb	Cuts	0 / 74	\$14.00 / 2 chops
Lamb, Rack	28		Lamb	Cuts	0 / 28	\$64.00 / 3 LBS
Lamb, Shanks	56		Lamb	Cuts	0 / 56	\$11.00 / 5-1 lb



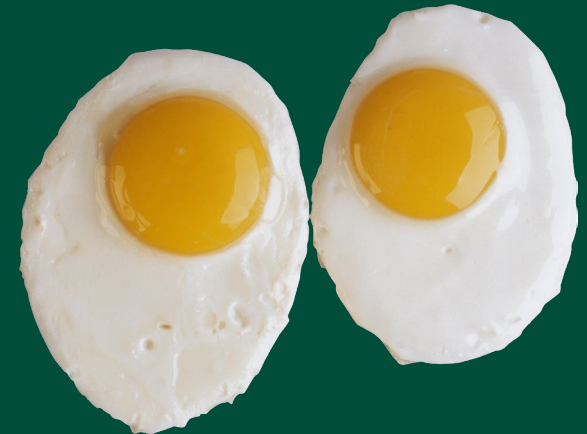
Building Your Consumer Relationships for Success

- Social media is a great tool
 - Face to face still important
 - Direct marketing products off of your operation
 - Cultivate customer-producer relationships
- Benefits animal agriculture
- Good relationships = return customers



Poultry Meat & Egg Production

- Low maintenance and cost
 - Compact housing/living environment
- Concerns:
 - Food safety
 - Environmental impact
 - Overall health and welfare
- Webinar covers:
 - Regulations
 - Strategies
 - Experiences



Stay Tuned

- More webinars to come!
 - Spring 2023
 - New panelist and topics



QUESTIONS?