

Alternative Beef Marketing



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Conventional Markets

Commodity Marketing

- New Holland
 - Take whatever you've got whenever you've got it
 - Price takers
 - Possible discrimination
-

Alternative Beef?

- Small-Scale
 - Non-conventional; noncommodity
 - Price maker
 - Pastured, grass-fed
 - Certified organic
 - Other?
-

Basic Questions in Alternative Beef Production and Marketing

- Start where you are!
 - a. What are my family goals?
 - b. What are my resources best suited to producing?
 - c. What do consumers want; where are they located? How do I sell to them?
 - d. What production program do I follow to meet target market needs?
 - e. Will it be profitable?
-



What Do Consumers Want?

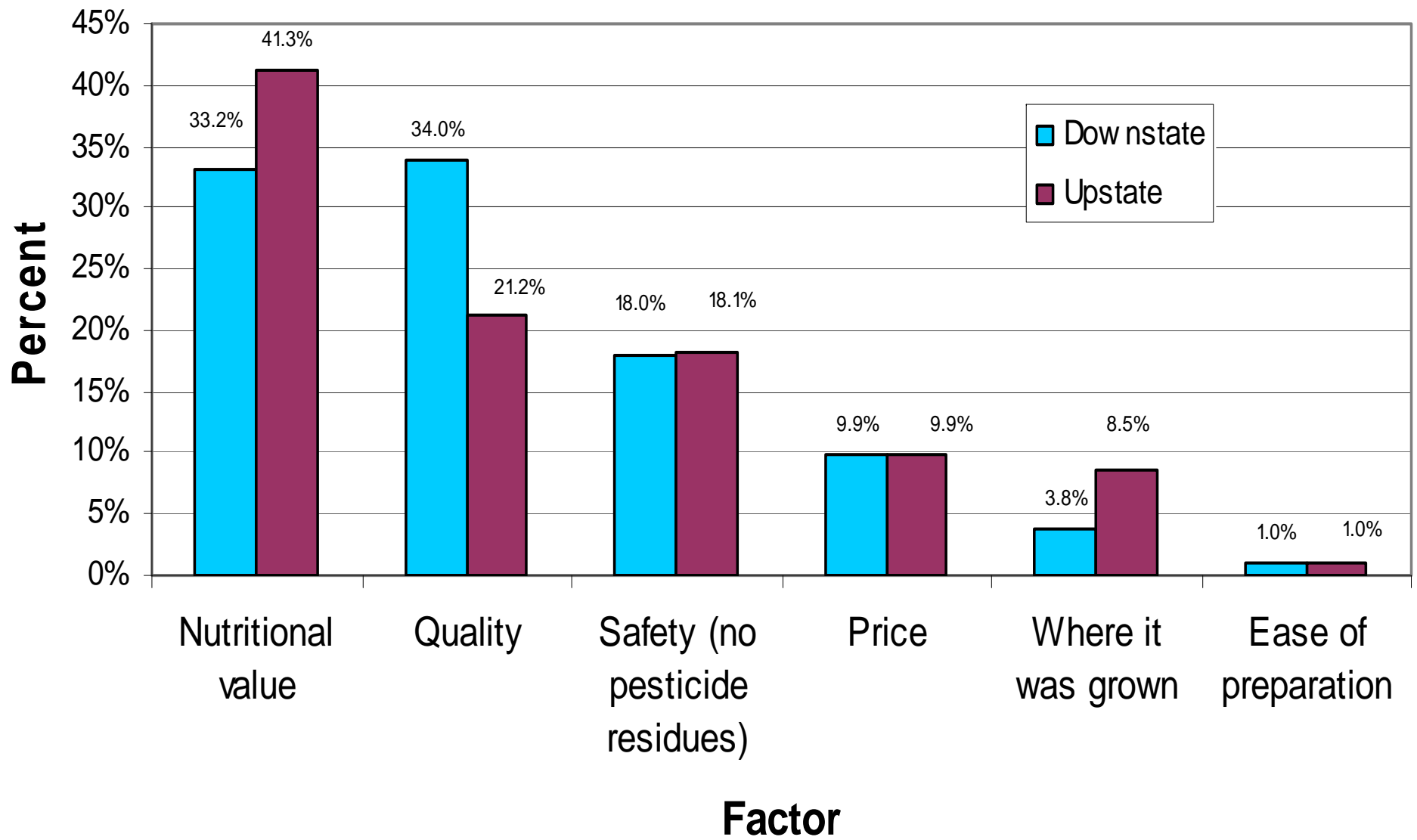
What is Most Important to NY Food Shoppers?

Empire State Poll 2006

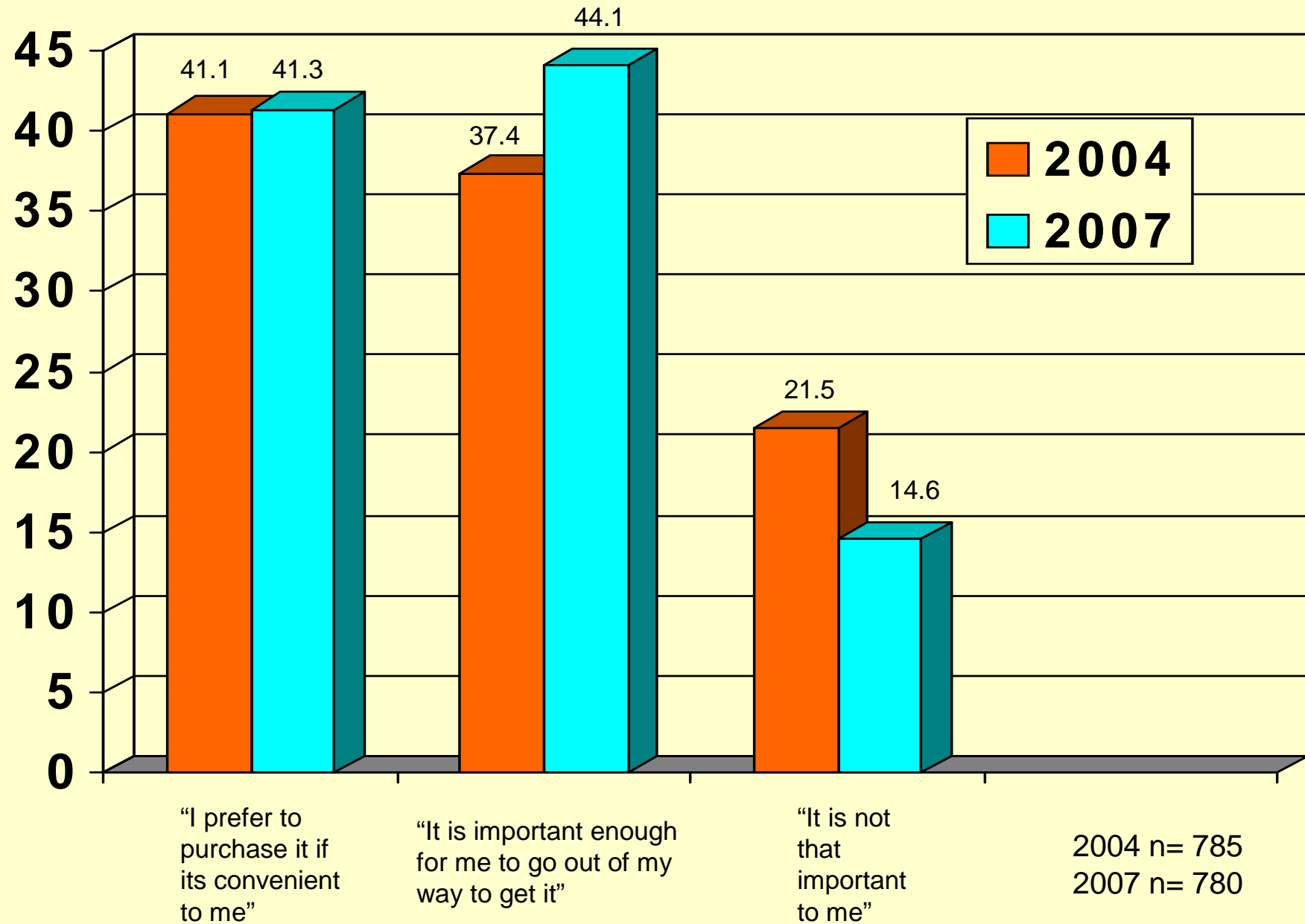
- Price
- Nutritional value
- Where Grown
- Quality
- Safety, no pesticides
- Ease of preparation

TAKE A GUESS!

n = 800



EMPIRE STATE POLL: New York State Residents' Express Growing Interest in Local Foods



What Beefeaters Want?

- Flavor
- Tenderness
- Juiciness

National consumer survey reveals beef flavor is the most important trait affecting satisfaction. C. A. Felderhoff, C. P. Lyford, J. Malaga, D. D. Harris, J. C. Brooks, J. M. Mehaffey*, R. Polkinghorne, and M. F. Miller, *Texas Tech University, Lubbock, Polkinghorne, Melbourne, Australia.*

What *Alternative* Beefeaters Want?

- Flavor
 - Tenderness
 - Juiciness
 - Healthy
 - Environmentally responsible
 - Humane
-

Pasture-Raised Beef Market Segments

Empire State Poll, 2006

Core Market

- Price is no concern
- Professionals

Secondary Market

- Willing to pay 10%–15% premium
- Oldest segment (retirees?)

Future Market

- Like the idea, but not willing to pay premium
 - Younger, educated
-

Pasture-Raised Beef CORE Consumer

Empire State Poll, 2006

- Men and women like it equally
 - Consumption rises with income
 - Married couples like it more than singles
 - Core market is slightly more educated on the whole
 - Politically independent to slightly liberal
 - No strong ethnic, racial or religious leanings
 - Mean age is 53 years
-



Where Are My CORE Customers Located?

Market Geography

- Popular tourist communities and regions
 - Suburbs and exurbs of cities with large universities or large number of higher educational institutions
 - Collegetowns

 - Northeast Erie County
 - Southeast Monroe County
 - Southeast Onondaga County
 - Finger Lakes Region
 - Capital District in general (I87 corridor in particular)
 - Hudson Valley
 - NYC and Long Island (especially the East End)

 - Minor Markets such as Elmira, Utica-Rome, Ithaca, Corning, Jamestown, Watertown, etc.
-

Core Buyers

Food System Mapper

- Local consumers near you
 - Higher-end “indie” restaurants
 - Independent grocers
 - Butcher shops
 - Natural food stores, coops
 - Others?
-



How Do I Sell To Them?

Marketing Fundamentals

- Know what differentiates your product from all your competitors — not just commodity producers.
 - Remember the product is *not* just the meat: it is your values, your service, your brand identity, your promise to fill your customers' needs.
 - Strive for 100% satisfaction.
 - Learn cooking methods for non-primals.
-

Mad Cow Creates Opportunities

- Health department
- Permission of property owner
- Vendor license
- Rent the truck



Typical Direct Retail

- Live animal, custom slaughter
 - Freezer trade
 - Farmers' market
-

“Relationship Marketing”

■ What it is *NOT*:

- Target marketing
- Guerilla marketing
- Marketing tactics
- Capturing markets
- Penetrating markets

■ What it *IS*:

- Educating/Learning
 - Building trust (social capital; civic capital)
 - Offering values (“values adding” marketing)
-

Salatin Marketing Method

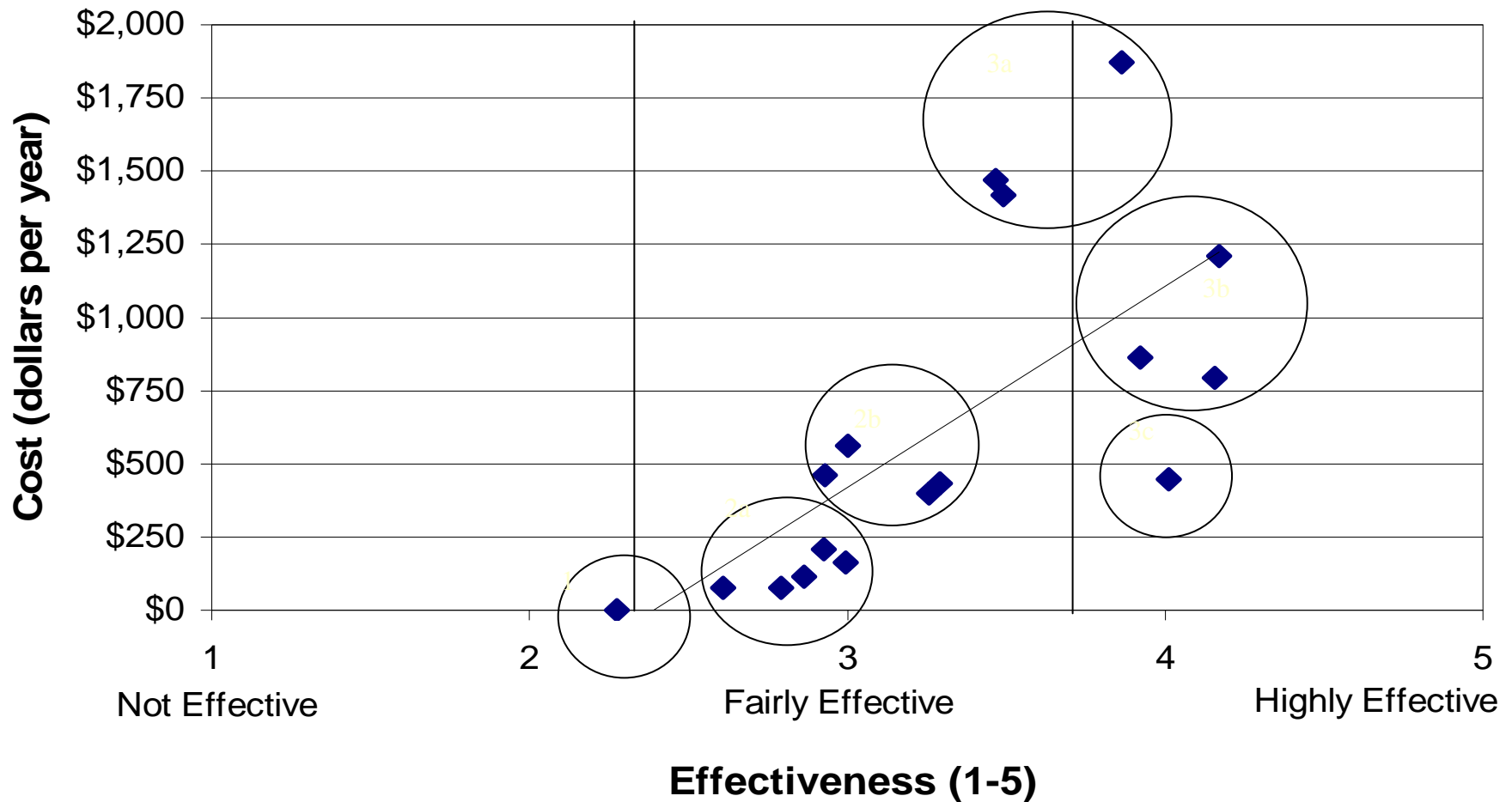
- Samples
 - Education/outreach presentations
 - Customer appreciation
-

Types of Promotion Used

- Sign
 - Newspaper
 - *Farm Fresh Food* guide
 - County guide
 - Brochure
 - TV
 - Ag association
 - Direct mail
 - Website
 - Chamber of Commerce
 - Radio
 - Yellow Pages
 - Newsletter
 - Tourism association
 - Magazine
 - Motorcoach tours
-

Marketing Cost-Benefit Analysis

Effect by Cost (Scatter Plot)



Type of Promotion by Effectiveness

Sorted by Effectiveness			
	N	E	\$
Newsletter	113	4.2	\$1,210
Direct mail	189	4.2	\$795
Sign	485	4.0	\$448
Brochure	242	3.9	\$863
TV	216	3.9	\$1,870
Newspaper	402	3.5	\$1,419
Radio	136	3.5	\$1,469
Tourism assoc.	71	3.3	\$432
WWW	158	3.3	\$398
Magazine	63	3.0	\$562
Ag association	213	3.0	\$163
Yellow Pages	127	2.9	\$463
Chamber of Comm	150	2.9	\$207
Motorcoach tours	45	2.9	\$115
County guide	271	2.8	\$78
<i>Farm Fresh</i> guide	320	2.3	\$0
Mean	199	3.3	\$622

Direct Wholesale

Farmer → Buyer → Final Customer

- Institutions
- Grocery stores
- Butcher
- Restaurants
- Food co-ops



Level of
Complexity

Food Coops

PLUSES

- Like farmers
- Educated market
- Tend to be flexible

MINUSES

- Prefer organic
 - Price inelastic
 - Manager turnover
 - Politics
-

Restaurants

PLUSES

- Good chefs love farmers
- Price premiums for quality
- Some flexibility

MINUSES

- Few good chefs
- Late payers
- Go out of business
- Chef leaves
- Can be fussy

Slowfood.com
Chefs Collaborative

Grocery Stores and Butchers

- Start with Mom and Pops (IGAs, country stores)
 - Offer samples
 - Do not visit unannounced
 - Sell only superlative quality
 - Small retailers want small packs
 - Provide references
 - Give them a story about you to pass on to their customers
-

Which of These Product Claims Are Allowed by USDA?

- Antibiotic free
 - Hormone free
 - Residue free
 - Residue tested
 - Naturally raised
 - Naturally grown
 - Drug free
 - Chemical free
 - Organic
 - Organically raised
-

Product Claims Allowed

- Raised without added hormones
 - Raised without antibiotics
 - Not fed animal by-products
 - Free range
 - Free roaming
 - Grass fed
 - Corn fed
 - Grain fed
 - Certified organic (by certifying organization)
-

Marketing Pitfalls

- Underpricing
 - Underestimating the commitment needed
 - Not accounting for marketing costs
 - Growing too fast
 - Not delivering what is promised
 - Shyness
-

The image features a dark grey rectangular area in the center, which serves as a background for the text. Above and below this area are decorative horizontal bands with a colorful, abstract, and pixelated pattern in shades of red, orange, yellow, and green. The text is centered within the dark grey area.

Web-Based Marketing Tools

SheepGoatMarketing.info/directory/marketReport.cfm - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://sheepgoatmarketing.info/PageLoad.cfm?page=directory/marketReport.cfm&type=6

Cornell University W... Login Cornell University: W... Google Earth Help Ce... My eBay Home - FAS Project ... BEA : Local Area Per... JSTOR: Advanced Se...



SheepGoatMarketing.info Search

A national resource for sheep and goat marketing... **Friday, March 14, 2008**
-- 04:10 PM e.s.t.



Home
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Marketing Directory
Producer Directory
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Market Inquiries

Marketing Directory -- Livestock Processors

152 records found...

Livestock Processors are slaughterhouses that buy live animals and process them for resale to wholesale and retail businesses. Many processors also offer USDA custom slaughter services to producers and commercial customers. Be aware that additional advance notice is often needed Oct - Jan.

Instructions: Click a business name to view more details. You can also sort the list by clicking on a heading link (either *Business Name* or *Location*). You may narrow or widen your search by using our [advanced search](#) option.

Business Name & Location	Contact Info	Remarks
A & W Country Meats, Inc. 12 Middle St (rear) Taneytown, MD 21787	David Feeser (410) 756-2420	Carroll County. USDA slaughterhouse buys goats and lambs direct from producers for their private customers at their small, family business. Also USDA custom processing.
A Arena & Sons, Inc 159 Ash St Hopkinton, MA 01748	Joanne Arena (508) 435-3673	Occasionally needs market lambs (100 lb) purchased at FLAME market. Primarily purchases beef. USDA custom processes lambs and goats.
Adams Farm 775 Bearsden Rd Athol, MA 01331	Richard Adams (978) 249-9441	***Business temporarily on-hold until late fall 2007*** Buys sheep and goats for Muslim and Portuguese customers. Primarily buys through a dealer to obtain large quantities. Handles commercial slaughter accounts.
AJ Peachy & Sons, Inc	Aaron	USDA custom slaughters lamb and goat, can handle

Find: ny Highlight all Match case

Done

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<< 4:12 PM

Google Maps - Mozilla Firefox

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http://maps.google.com/maps/ms?ie=UTF8&hl=en&msa=0&msid=103278713038992589454.0000011306

Google

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Web Images Maps News Shopping Gmail more

Google Maps e.g., "10 market st, san francisco" or "hotels near lax"

Search the map Find businesses Get directions

Search Results My Maps

View in Google Earth Print Send Link to this page

Traffic Map Satellite Terrain

90 Wilsie Bridge Rd Ancramdale, NY 12503

Honey Hill Highlands
223 Moul Rd Hilton, NY 14468 Beef More

Honeyhill Farm
6241 Price Rd Livonia, NY 14487 Chickens,

Hunter Crossing Farm
592 Burrell Rd Little Falls, NY 13365 Beef,

Kiernan Farm
1308 Bruynswick Rd Gardiner, NY 12525

Kingbird Farm
9398 W Creek Rd Richford, NY 13835

Long Days Farm
42 Durfee Rd Buskirk, NY 12028 Chickens,

Natural Borders Farm
2003 State Highway 220 McDonough, NY

The New York Beef Company
Arlington Poughkeepsie, NY Beef More

Northland Sheep Dairy
Hoxie Gorge Rd Marathon, NY 13803 Sheep

Oswego County Beef Producers
3288 Main St Mexico, NY 13114 Beef More

Parahle Farm

Done

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Eat Well Guide: Listing - Mozilla Firefox

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http://www.eatwellguide.org/listing/detail/30804

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NY Farms Lets you know whats in sea... Eat Well Guide: Listing



find good food.
local. sustainable. organic.

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Eat Well Projects
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Widgets
Tell a Friend

Search for Recipes & Articles:
 go

listing detail

Circa

76 Albany Street
Cazenovia, NY 13035
Tel. 315-655-8768
Fax. 315-655-8769
Alicyn Hart/ Eric woodworth -Owners
[\[map\]](#)

[print](#) [save](#) [send to friend](#) [edit listing](#) [discuss in forum](#)

More information

New American Cuisine featuring seasonal menus developed through the availability of locally and sustainably grown organic products such as meats, eggs, cheeses, grains and produce. Our atmosphere is open and urban and very casual. Open for lunch tues-sat. and dinner thurs.- sat. Prices range from \$5-\$8 for lunch and apps and \$10 - 18 for dinner entrees

Products and Production Methods:

Beef - Grass Fed and Grain Supplement, No Added Hormones, No Antibiotic Use
Bison - Free Range or Roaming, Grass Fed

Done

Start Microsoft PowerPoint - [...] Eat Well Guide: Listing... 1:24 AM

Farm To Table: A Project of Earth Pledge - Mozilla Firefox

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http://farmtotable.org/index.php?cmd=F2TVendorBrowse


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NY Farms Lets you know whats in sea... Earth Pledge -- Innovative Environme... Farm To Table: A Project of Earth...

March 15, 2008 Get Listed Stay Informed

FARM to TABLE earth pledge

Farmers & Producers Farmers Markets CSAs Restaurants & Stores News Learn



FIND RESTAURANTS & STORES All Restaurants Central Search

SUSTAINABLE CUISINE <<< PREV 1 NEXT >>> Records: 1 to 6 of 6

Many chefs, restaurateurs, and food merchants support local farmers and seek out sustainably grown products. Why? Because they understand the value of providing fresh, healthy, tasty products—for their customers and for the environment. Search our directory of restaurants and stores near you that sell the finest local goods.

- Brandow's and Company**
340 Warren Street
Hudson, NY 12534 Central Region
Year-round Tues. - Thurs. 9 AM - 5 PM. Continental Breakfast Mon., Tues., Thurs., Fri. 9 AM - 11:30 AM. Lunch: tues. - Thurs. 11:30 AM - 3:30 PM. Every Tues. and Fri. night, ethnic buffet dinner 6 PM - 9 PM. Sunday Brunch 9 AM - 3 PM.
Historic Storefront recently renovated to reveal much of the old character of the original 1910 establishment. Cafe & Juice Bar, Restaurant, Catering.
518-822-8938
info@brandowsandcompany.com
<http://www.brandowsandcompany.com/>
- Chez Sophie**
2853 Route 9
Malta Ridge, NY Central Region
Chez Sophie's Chef Paul Parker, and his wife, Cheryl Clark, serve French bistro classics in a gleaming 1950s stainless steel diner car. The couple work extensively with a number of local organic and sustainable farmers, including

Done

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- The Department
- Divisions
- Programs
- Funding Opportunities
- Farm & Market Search
- Licensing & Registration
- Press & Publications
- Fairs & Events
- Contact Us
- A-Z Index
- Related Links
- Security Notice

I ♥ NY FARMS

Guide to Farm Fresh Products

Search Results

Here are the farms which offer **Meat & Products** in the **Central** Region.

*Legend:

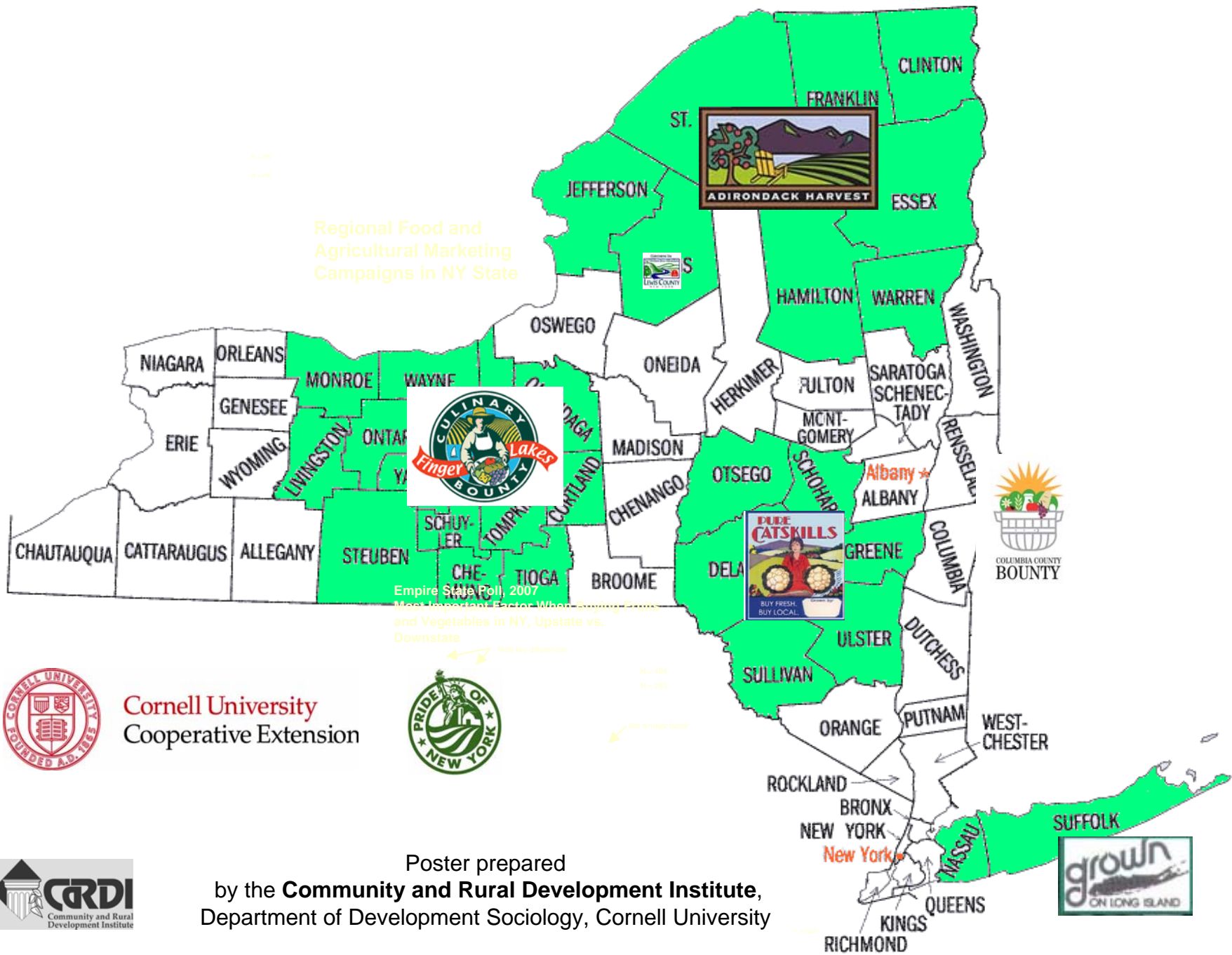
R = Retail or Roadside

U = Pick Your Own (U-Pick)

B = Both Retail and U-Pick

O = Some or all of the products are grown using organic farming methods (may or may not be certified by one of the private organic producers' associations)

DIRECTIONS	DESCRIPTION	OPEN	PHONE	*
ABBOTT FARMS - 3217 Cold Springs Rd (Rt 370), btwn Baldwinsville & Liverpool.	Our 133rd year! U-pick apples, potatoes, and pumpkins, gourmet foods, fresh baked pies, ice cream and free hayrides are some of the treats available at our country store. Open Mon-Sat 9 am - 9 pm in summer & 9 am - 6:30 pm winter. Tours, picnics, cafe. E-mail: apples@abbottfarms.com Website: www.abbottfarms.com	January-December	(315) 638-7783	R
ASH GROVE COMMUNITY FARM - 1297 Martin Hill Rd,	Six acres of chemical-free gardens growing 200 varieties of veggies, fruits, herbs, & flowers. CSA harvest shares available. Free educational workshops on Sustainable living. Livestock and	January-December	(607) 524-6741	R



Cornell University
Cooperative Extension




Poster prepared
by the **Community and Rural Development Institute**,
Department of Development Sociology, Cornell University

Finger Lakes Restaurants - Mozilla Firefox

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http://www.fingerlakesculinarybounty.org/restcounty.htm

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[Cayuga County](#) [Livingston County](#) [Monroe County](#) [Onondaga County](#)
[Ontario County](#) [Seneca County](#) [Schuyler County](#) [Steuben County](#)
[Tompkins County](#) [Wayne County](#) [Yates County](#) [Beyond the Finger Lakes](#)

Cayuga County

Aurora Inn / Mackenzie Childs
F.D. and M. Wayne
391 Main St.
Aurora, NY 13026
Phone: (315) 364-8829
Fax: (315) 364-8014
Email: grhoad@aurora-inn.com
Website: www.auroroa-inn.com

Elderberry Pond
Lou and Merby Lego
3728 Center St. Rd.
Auburn, NY 13021
Phone: (315) 252-3977
Email: llego@baldcom.net
Website: www.elderberrypond.com

Old Erie Restaurant
Eileen Gibson
8924 N. Seneca St. PO Box 21
Weedsport, NY 13166
Phone: (315) 384-6641

Who We Are

Producers

Restaurants

Done

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New York Resources - Eat Wild - Mozilla Firefox

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http://www.eatwild.com/products/newyorkbeyond.htm

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RESTAURANTS

American Winery Cafe
East Covert Road
Trumansburg, NY
[High Point Farms](#)

Carriage House Cafe
Stewart Avenue
Ithaca, NY
[High Point Farms](#)

Hazlenut Kitchen
Main Street
Trumansburg, NY
[High Point Farms](#)

[Restaurant 2 Vine](#)
24 Winthrop Street
Rochester, NY
(585) 454-6060
[Honeyhill Farm](#)

[New York Wine and Culinary Center](#)
Canandaigua, NY
[Honeyhill Farm](#)

STORES

[Bet the Farm](#)
381 Main Street
Aurora, NY
(315) 294-5643
[Northland Sheep Dairy](#)

Creekside Meadows Farm
2113 State Route 11A

Done


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Search - LocalHarvest - Mozilla Firefox

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http://www.localharvest.org/search.jsp?st=34&ty=2&nm=


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LocalHarvest SM

real food, real farmers, real community

New Members
sign up here 

user login  view basket

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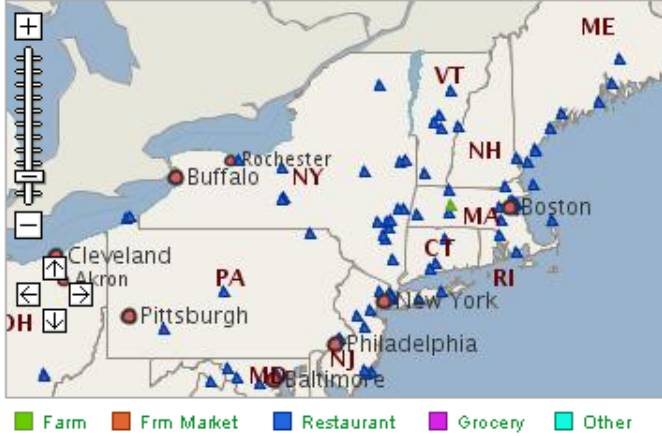


Featured Product:
Heirloom Seeds

Store Categories:

- Chocolate & Desserts
- Christmas Wreaths
- Coffee & Tea
- CSA Subscriptions
- Dairy & Eggs
- Dried Fruits & Nuts
- Farm Crafts
- Flowers
- Fresh Fruits
- Garden
- Gifts / Gift Certificates
- Grocery and Produce

Click on the map below to zoom in, or search with our search form for quick results. Use our "all in area" search form to find all listings within a given distance of your zip code. Want to support this great web site? Shop in [our catalog](#) for things you can't find locally!



Farm
 Farm Market
 Restaurant
 Grocery
 Other


What are you looking for?

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 [Restaurants](#)
 [Farms](#)
 [Grocery/Co-op](#)
 [CSA](#)
 [Others](#)


Name/Description/Product

Where?

Showing page 1 of 7, for 38 listings

Church & Main (Canajoharie, NY) ★ 

Located in the Mohawk Valley, Church & Main is surrounded by farmlands producing a wide variety of culinary bounty. All menu items are created using only local sustainable produced meats and produce. From beef, goat, venison, pork, chickens, all our proteins are pasture raised without antibiotics and hormones on small family farms found within an hour of the restaurant. Bread and desserts baked daily from New York State organic flour, organic fair-trade cane sugar. [\(more...\)](#)

Jill's Cafe (Brooklyn, NY) ★ 

Done

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12:34 AM

NEW YORK MARKET MAKER™

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BEGIN YOUR SEARCH

Welcome to MarketMaker. The goal of MarketMaker is to make this site a resource for all businesses in the food supply chain. We are as interested in helping a grocery store find farm-fresh eggs as we are helping the farmer find a place to sell them.

To begin your search, click on either the "Find a Market" or "Find a Business" drop down box below. "Find a Market" will assist you in finding demographic/census data. "Find a Business" will query the database for food-related businesses. For more indepth directions on doing a search, [visit this additional website](#). Happy searching!

Find A Market By

- FIND A BUSINESS
- FIND A BUSINESS
- EATING & DRINKING PLACES
- FARMERS MARKET
- FOOD RETAILER
- PROCESSOR
- PRODUCERS/FARMERS
- WHOLESALER
- WINERY

es Resources

MARKET MAKER™

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- [Case Studies](#)
- [Resources](#)
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- [Register](#)

Cornell University Cooperative Extension New York City
nymarketmaker@cornell.edu

Cornell University Cooperative Extension

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Be A “Slow Farmer”

Whether you are a PFB or GFB:

- Be an artisanal grass farmer
 - Thoughtful genetic selection (fast maturing breed that marbles on pasture)
 - Treat animals well throughout their lives and especially at slaughter
 - Age the beef on the rail (3 weeks), not in the field
-

Prefeasibility Assessment

- Involve the ENTIRE family
(do a reality check)
 - Set goals and objectives
 - Inventory resources and skills
 - Examine market opportunities
 - Study potential competition
 - Conduct partial budget analysis
-

Bob Comis, Stony Brook Farm

- I would like to propose that we discuss, either on list or off list (via shared e-mails or in person), a plan for getting organized and policy proposals we think might make a difference. Two proposals that I offer for discussion are 1) adopting state inspection and 2) Offering state grants to assist in starting up State (or USDA if adopting state inspection goes nowhere) licensed slaughterhouses, with the grants being awarded based on geographic need. My dream is to have enough state inspected slaughterhouses that are geographically distributed in such a way that no one has to drive more than forty-five miles (preferably thirty) one way to get to one, and to have enough of them in any given area that none of them, for example, stop slaughtering pigs because they are too busy. If you are interested in participating in this effort, please let me know.

Best regards, Bob

Bob Comis, Stony Brook Farm, Pastured pork, chicken, and eggs; grassfed lamb and goat, Schoharie, NY, 518-295-6065

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