



Direct Marketing Meat
At a Local Farmers Market

University of California Cooperative Extension, Sonoma County

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<http://ucanr.org/SoCoMBC>

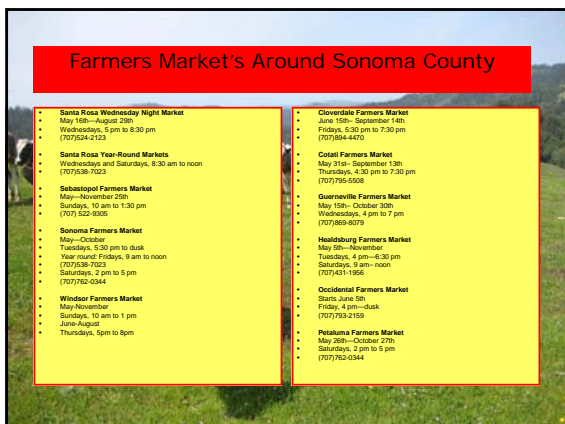
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Locate your local markets

- Search for Local Farmers Market in your area
 - Google
 - Call your county agricultural commissioner's office

Sonoma County: (707)565-2371
Mendocino County: (707)463-4208



Farmers Market's Around Sonoma County

<ul style="list-style-type: none"> • Santa Rosa Wednesday Night Market • May 16th–August 29th • Wednesdays, 5 pm to 8:30 pm • (707)564-2123 	<ul style="list-style-type: none"> • Cloverdale Farmers Market • June 16th– September 14th • Fridays, 5:30 pm to 7:30 pm • (707)884-4470
<ul style="list-style-type: none"> • Santa Rosa Year-Round Markets • Wednesdays and Saturdays, 8:30 am to noon • (707)568-7023 	<ul style="list-style-type: none"> • Coast Farmers Market • May 31st– September 13th • Thursdays, 4:30 pm to 7:30 pm • (707)795-5508
<ul style="list-style-type: none"> • Sebastopol Farmers Market • May–November 29th • Sundays, 10 am to 1:30 pm • (707) 522-9305 	<ul style="list-style-type: none"> • Guerneville Farmers Market • May 15th– October 30th • Wednesdays, 4 pm to 7 pm • (707)869-6079
<ul style="list-style-type: none"> • Sonoma Farmers Market • May–October • Tuesdays, 5:30 pm to dusk • Year-round Fridays, 9 am to noon • (707)568-7023 • Saturdays, 2 pm to 5 pm • (707)62-0344 	<ul style="list-style-type: none"> • Healdsburg Farmers Market • May 6th–November • Tuesdays, 4 pm–8:30 pm • Saturdays, 9 am–noon • (707)431-1956
<ul style="list-style-type: none"> • Windsor Farmers Market • May–November • Sundays, 10 am to 1 pm • June–August • Thursdays, 5pm to 8pm 	<ul style="list-style-type: none"> • Occidental Farmers Market • Starts June 6th • Friday, 4 pm–dusk • (707)793-2159
	<ul style="list-style-type: none"> • Petaluma Farmers Market • May 29th–October 27th • Saturdays, 4 am to 5 pm • (707)762-0344



Choosing Markets!

- Determine which markets will be the most beneficial for your product
 - Determine the mix of vendors at each market by visiting the market's website
 - Contact the market manager to ask if they have any openings
 - Contact market vendors who currently sell at those markets to ask questions such as:
 - Average Number of Market Attendee's
 - Type of Customers who attend the market
 - » What they currently purchase
 - » Does that vendor have repeating customers?
 - Visit the Market!
 - (you will be the best judge of which market fit's your product)



Choosing Market

Other Factor's to Consider:

- Population Size
- Current Marketing area's
 - Where is your product already available
 - Don't want to compete with yourself
- Demographics of that area
 - Income level
 - Demand for your product?

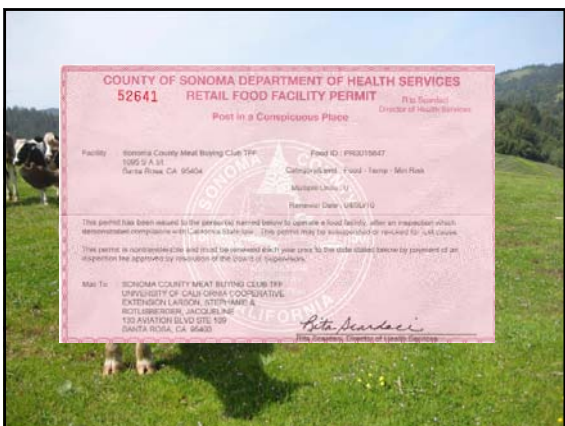


2009 Farmers Markets Attended by the Sonoma County Meat Buying Club

- Friday- Sonoma Farmers Market in Sonoma
9am until noon
- Saturday- Santa Rosa Original Farmers Market
8:30am until noon
- Sunday-Windsor Famers Market
10am until 1pm









Certification Process

- Ask for a Community events Food Facility Application Packet
 - Specifically for attending a certified farmers market
 - This packet can be attained from the County Health Department
 - In the county for which you would like to sell your product
 - Sonoma County Health Department (707)565-7450
 - Mendocino County Health Department (707)472-2600



Community Events Food Facility Application Packet

- Sketch Sheet
 - Ask you to sketch a picture of your booth
 - Include tables, hand washing stations, garbage containers, cooking and cold holding equipment, food and single service storage containers, and customer service area's
 - Include Booth's Name and Owners Name



Community Events Food Facility Application Packet

- Retail Food Facility Permit Application
 - Information about the business
 - Address, phone number, etc.
 - Payment for Permit
 - Payment rates can be found on the local Health Department's Website
 - For Sonoma County that website is: <http://www.cdph.ca.gov/health/foods/sonoma.htm>
 - The fee for Sonoma County is \$175.00 for selling a low-hazard processed food at a certified farmers market
 - » This permit must be renewed yearly



Community Events Food Facility Application Packet

- Commissary Agreement
 - This form is completed by yourself and the USDA plant where you are storing the frozen meat.
 - This is to ensure that the product being sold at the temporary location is from a location that is certified to store and produce a sellable product.
 - If you are storing the meat at your own location, then it is important that you have an environmental health permit number, that you attain at your local environmental health agency.
 - The top section of the form is completed by the individual/company attending the farmers market.
 - The bottom section of the form is completed by the owner of the location where the product sold at the market is stored.



Community Events Food Facility Application Packet

- Temporary Food Facility Check List
 - Check list to be displayed at the booth along with the Food Industry Permit and SB 180.
 - Items on the list must be completed prior to food service.
 - Completed by person in charge upon arrival, after set up.
 - Items should be initialed to indicate that conditions stated are present.



Community Events Food Facility Application Packet

- Community Event Food Sales Information
 - For each event that a producer attends one of these forms must be completed.
 - Form must be submitted two weeks prior to the event.
 - Information required:
 - Name of the event, company's business name, personal contact information, event and booth location, a list of food items to be served, the name of the off site facility where the food will be prepared, etc.

Community Events Food Facility Application Packet

- Hand washing and Utensil washing Requirements for temporary food facilities
 - Hand washing facilities
 - Booth must have
 - One 5 gallon water container with dispensing valve to leave hands free for washing
 - A waste water container capable of retaining all the waste water
 - Single service soap in a pump dispenser
 - Paper towels for hand drying within the food booth

Community Events Food Facility Application Packet

- Utensil washing Requirements for a temporary food facility
 - Booths with food preparation require:
 - 3, five gallon containers for cleaning of equipment, utensils and for general cleaning purposes
 - 1st contain soapy water
 - 2nd contain clean rinse water
 - 3rd contain approved sanitizing solution (one capful of household bleach per gallon of water)

Community Events Food Facility Application Packet

- Requirements for Food Workers; Bare Hand Contact with Ready to Eat Food
 - All Retail Food Workers Must:
 - Thoroughly wash their hands and arms, before beginning work and after using the toilet
 - This includes food preparers, dishwashers, bus persons, and anyone else who has contact with ice, food, food utensils, or food equipment.
 - All retail food workers must thoroughly wash their hands and arms whenever they become soiled for whatever reason

Community Events Food Facility Application Packet

- Stay Informed of regulatory changes by visiting your counties environmental health website



Signing up for a Market

- Find the location of the market you would like to participate at, as each farmers market requires participants to fill out an application form
 - Contact the market manager to obtain the market application



Market Application

- Farmers Market Application's Generally ask for:
 - Producer Contact information
 - A copy of your health certificate
 - A copy of your vehicles insurance
 - A signature by the market attendee, stating that you will abide by the market rules
 - Etc.



Farmers Market Survival Kit

- Items Necessary for selling meat at a farmers market
 - Ice
 - Coolers to store product (or use of a refrigerated van)
 - Container to display product
 - Table
 - Shade Canopy (tent)
 - Sign, brochures, price list
 - Change (\$) & Cash Box


Initial Investment

- Health Permit \$175.00
- Table \$30
- Shade Canopy \$100
- Marketing Materials \$50
- Signage \$200
- Change \$150
- Coolers (2) \$120
- Containers to display meat \$30

Total: \$885.00

Other Costs

- When you start selling at the market:
 - Stall fee
Normally farmers markets charge 10% of your sales
 - Ice
 - Gas
 - Labor



Time Investment

- Day of Farmers Market
 - Time Organizing and Loading Product
 - Travel Time To Location
 - Set Up
 - Time selling at Farmers market
 - Travel Time Back to Location Where Product is stored

For SCMBC

- Sonoma, Windsor and Santa Rosa Farmers Markets
 - 2 hours to get to market
 - including organizing, packing, and traveling to market
 - 3.5 hours at the farmers Market
 - Selling and set-up and breaking down stand
 - 2 hours to return from market
 - Taking meat back to plant, travel time, unloading market materials

Total Hours: 7.5-9 hours per market

Brand your Product



- Label your product with a logo or name that represents you
- Establish a name for your product that will set it out from the rest
 - Ranch Name, Family Name, Pet's Name, etc.


USDA Label Approval

- Work with USDA cut and wrap facility to fill out the APPLICATION FOR APPROVAL OF LABELS, MARKING OR DEVICE form or other USDA labeling approval regulations and guidelines
- Consult a USDA inspector for more information or questions

When Making a Claim



- "Locally Grown and Produced"
 - Justify your claim by
 - Creating an affidavit that verifies that your product meets the standards that you have set
 - Born and raised within a 25 mile radius of Sonoma County
 - All of the Sonoma County Meat Buying Club producer's signed the affidavit and copies of these were given to the USDA Cut and Wrap Facility
 - These affidavits are kept on file for the USDA Inspector for future reference



"Locally Grown and Produced" Sonoma County Beef, Lamb, Pork, and Goat Production and Selling Standards
February 2009

The Sonoma County Meat Buying Club consists of the following criteria for production:

1. No hormones/antibiotics or animal by-products have been used and/or fed.
2. Animals are born and raised on their owner's or family's premises in Sonoma County.
3. Animals' feedstuffs/production costs used reflect feeding the animal, with compliance of the standards for California Commercial Grade and/or Choice.

Animal Care Service: Beef Cattle Production: <http://www.commerce.ca.gov/animalcare/animalcare.htm>
 Animal Care Service: Swine Cattle Production: <http://www.commerce.ca.gov/animalcare/animalcare.htm>
 Animal Care Service: Sheep Cattle Production: <http://www.commerce.ca.gov/animalcare/animalcare.htm>
 Animal Care Service: Horse Cattle Production: <http://www.commerce.ca.gov/animalcare/animalcare.htm>

A. Livestock are inspected at a USDA Inspection Facility.

The signatories/producer(s) verify and document individual production as well as breed lineage of the animal.

Notes:

Producers providing animals to the program will need their animals and program, together, to meet the program's standards. Producers will need to provide: Equipment, genetic, and other information to the program. Producers will need to provide: Equipment, genetic, and other information to the program. Producers will need to provide: Equipment, genetic, and other information to the program.

Health, Nutrition, Antibiotics, and Vaccinations:


No animal medicines, genetic products or animal products of any kind during the animal's life. Producers are encouraged to employ management practices such as genetic selection, nutrition, and other management practices to ensure the health and well-being of the animal. Producers are encouraged to provide information on the health and nutrition of the animal. Producers are encouraged to provide information on the health and nutrition of the animal.

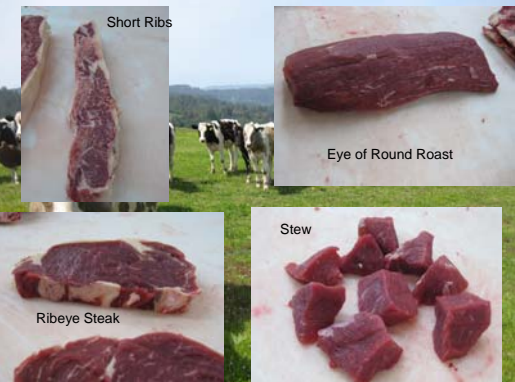
Set your Price

- Establish the retail price for your products
 - Based upon:
 - Costs
 - Operational costs
 - Insurance costs
 - Labor Costs
 - Yield
 - Live Weight vs Hot Carcass Weight vs Final Weight (actual)
 - Anticipated profit margin

Choose your Cut's

- Choose Retail cuts that consumers are familiar with
 - Work with your butcher to determine which cut's will provide you with a greater yield and sellable product
 - Example: Chuck steak vs Chuck Roast, Bone-in steaks vs. Boneless steaks





Short Ribs

Eye of Round Roast

Ribeye Steak

Stew









Market Income

- MBC started selling at market's June 12th 2009
 - Each week income has steadily increased
 - Started to develop a regular customer base

Most important way to ensure a steady customer base is to consistently attend the market



Product Quality

- Ensure that the product you are selling is consistently present at the market
- Educate the market attendee's about the seasonality of your product
 - If it is a seasonal product
- Most importantly **BE CONSISTENT!**



Obstacles

- Farmers selling at farmers markets
 - We are a group representing farmers
 - Some market's Rules state that producers themselves must be present at the market selling their products
- Non-Competition for Meat
 - Had problems initially getting in to market's because market manager's determine mix of vendors
- Slow adoption by Market Managers of Meat
 - Meat is a fairly new commodity to be sold at farmers markets
- Don't get discouraged!



Other Marketing Channels

- Retail Markets
 - Scout out your local markets
 - Find out where they are obtaining the product you are selling
 - Approach the marketing manager and set up a meeting
 - Tell your story and why your product would be an asset to their market
 - Example: Oliver's Market in Sonoma County
 - Will soon be bringing in Sonoma County Lamb, and Sonoma County Grass-fed Beef (Hicks Valley Beef)
- Create an online market
 - Sell your product on your website by creating a shopping cart



Questions???
