

# NICHE MEAT MARKETING EFFORTS IN CALIFORNIA

GRASS FED FINISHED BEEF  
GROUND BEEF PRICE PER LB. 5.00  
NEW CROP  
EXTRA VIRGIN \*  
Olive Oil \*\*  
375ml 7.00  
1 GALLON 38.50  
EUREKA LEMONS 3 for 1.00  
FOR A TASTY STOCK ADD:  
BEEF KNUCKLE 4.00 LB  
LAMB OR GOAT BONES 4.50 LB  
CHICKEN NECKS 3.00 LB  
CHICKEN FEET 2.00 LB

Roger Ingram

County Director and Farm Advisor

Placer and Nevada Counties

JAN California 2011  
8C63728

# Growing Number of Producer Efforts

The screenshot shows a Google Maps browser window. The address bar contains the URL: <http://maps.google.com/maps/ms?ie=UTF8&hl=en&msa=0&msid=103278713038992589454.00000112ff700814dbb44&om=1&ll=3>. The search bar contains the text: "e.g., '10 market st. san francisco' or 'hotels near lax'".

The map displays California with numerous red pushpins indicating producer locations. The left sidebar shows search results for "Eatwild California".

**Eatwild California**  
Click on the map's red pushpins for more information about listed grassfed meat and dairy producers. Use the + or - buttons on the map to get a bigger or smaller view of the state.  
21,903 views - Unlisted  
Created on Jun 5 - Updated Apr 23  
By Frances R  
[Rate this map](#) - [Write a comment](#)

- [Big Bluff Ranch](#)  
Beef, lamb, goat. Red Bluff, CA [More information](#)
- [Bodega Pastures Sheep](#)  
Lamb. Bodega, CA [More information](#)
- [Chaffin Family Orchards](#)  
Beef, lamb, chickens, eggs. 606 Coal Canyon Rd
- [Chileno Valley Natural Beef](#)  
Beef. 5105 Chileno Valley Rd Petaluma, CA 94952
- [Clark Summit Farm](#)  
Beef, pork, chicken, eggs. Tomales, CA [More](#)
- [Copeland Family Farms](#)  
Goat, lamb, beef, raw pet foods. 1912 Timmons Rd
- [Drakes Bay Family Farm - Lunny Ranch](#)  
Beef. 17171 Sir Francis Drake Blvd Inverness, CA.

The map includes navigation controls, a scale bar (100 mi / 200 km), and a "View in Google Earth" button. The map shows major cities like San Francisco, Sacramento, Fresno, Los Angeles, and San Diego, along with major highways and geographical features like Death Valley National Park and Mojave National Preserve.

# Why the Interest?

1. Low Prices
2. Ability to Direct Market to Consumer Instead of Selling on the Commodity Market
3. Interest in Providing Local Food

# UC Cooperative Extension Efforts



## University of California Delivers

Agricultural Experiment Station and Cooperative Extension Working for Californians

### Grass Fed Beef, A Way to Preserve Open Space in California

#### The Issue

A large part of California's open space and wildlife habitat is provided by ranchers, whose yearly return on their investment ranges from 3% down to minus 4%. In addition to this economic squeeze, increasing urban encroachment is limiting the sustainability of these open spaces. Marketing grass-fattened beef directly to the consumer could provide both a higher return to ranchers and a product that has many health advantages for consumers.



*Niche Meat Marketing Workshop*

#### What has ANR done?

In 1996, Farm Advisor Glenn Nader, Sutter-Yuba-Butte counties, and Specialist Steve Blank, UC Davis, teamed up with researchers Dave Daley and Annette Levi of California State University, Chico, under a UC Sustainable Agriculture grant to research the feasibility and logistics of grass-fed beef operations in California. The culmination of this work was a 77-page publication including four cost studies, a sample business plan, consumer surveys and legal requirements. After the first 200 copies were quickly taken, the decision was made to publish the information on the UC Sustainable Ag website.

Farm Advisor Stephanie Larson then organized producers in Marin County to focus on working together to produce grass-fed beef.

Placer-Nevada Farm Advisor Roger Ingram and USDA Resource Conservation and Development Area Specialist Dan Macon started a study of niche marketing of beef for six counties in Northern California. They joined with the UC Center For Cooperatives to organize a highly successful two-day course, "Niche Marketing of Meat", attended by 105 people. The information has also been distributed in other educational meetings and on the Web.

#### The Payoff

##### **Forty ranchers start producing grass-fed beef**

UCCE has led the development of California's grass-fed beef industry by organizing key information and presenting it to audiences that can use it. The project has assisted more than 40 California ranchers in starting a new business to increase their incomes, thus bettering their chances of staying in business and not having to sell their land to developers.

#### Clientele Testimonial

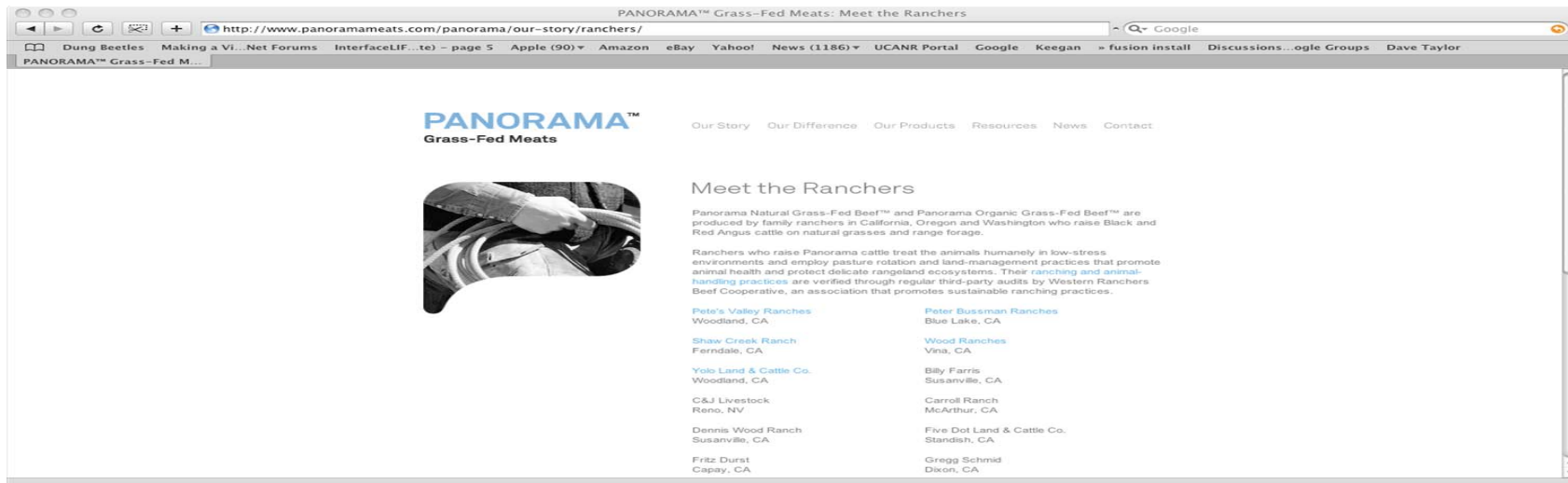
# Niche Meat Marketing Conference



# Niche Meat Marketing Conference



# Networking Connections



# High Sierra Beef



# Cost Studies

BF-NC-04

UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION

2004

SAMPLE COSTS FOR A  
**COW-CALF/GRASS-FED**  
BEEF OPERATION



**200 Head Cowherd with 30 Grass-Fed Cattle in the  
North Coast Region,  
Marin and Sonoma Counties**

Stephanie Larson  
Cary Thompson  
Karen M. Klonsky

UC Cooperative Extension Farm Advisor, Sonoma and Marin Counties  
UC Cooperative Extension Intern, Sonoma County  
UC Cooperative Extension Specialist, Department of Agricultural and  
Resource Economics, UC Davis  
Staff Research Associate, Department of Agricultural and Resource  
Economics, UC Davis

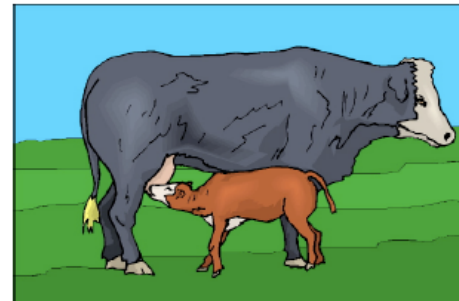
Pete Livingston

BF-NC-05-O

UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION

2005

SAMPLE COSTS FOR AN  
**ORGANIC COW-CALF**  
OPERATION



**50 Head in the North Coast Region of  
Mendocino & Lake Counties**

John M. Harper  
Karen M. Klonsky

UC Cooperative Extension Farm Advisor, Mendocino and Lake Counties  
UC Cooperative Extension Specialist, Department of Agricultural and  
Resource Economics, UC Davis

Pete Livingston

Staff Research Associate, Department of Agricultural and Resource  
Economics, UC Davis

# Collaborative Website

## Grass Fed Beef



[Mission & Goals](#) | [Health Benefits](#) | [Niche Marketing](#) | [Product Labeling](#) | [Recipes](#)  
[Cost Study](#) | [Research](#) | [Producer Contacts](#) | [Links](#) | [Contact Us](#)

**Welcome to the Grassfed Educational Website,  
sponsored in part by the California Food & Fiber Future Grant  
and the CSU, Chico Agricultural Research Initiative.**



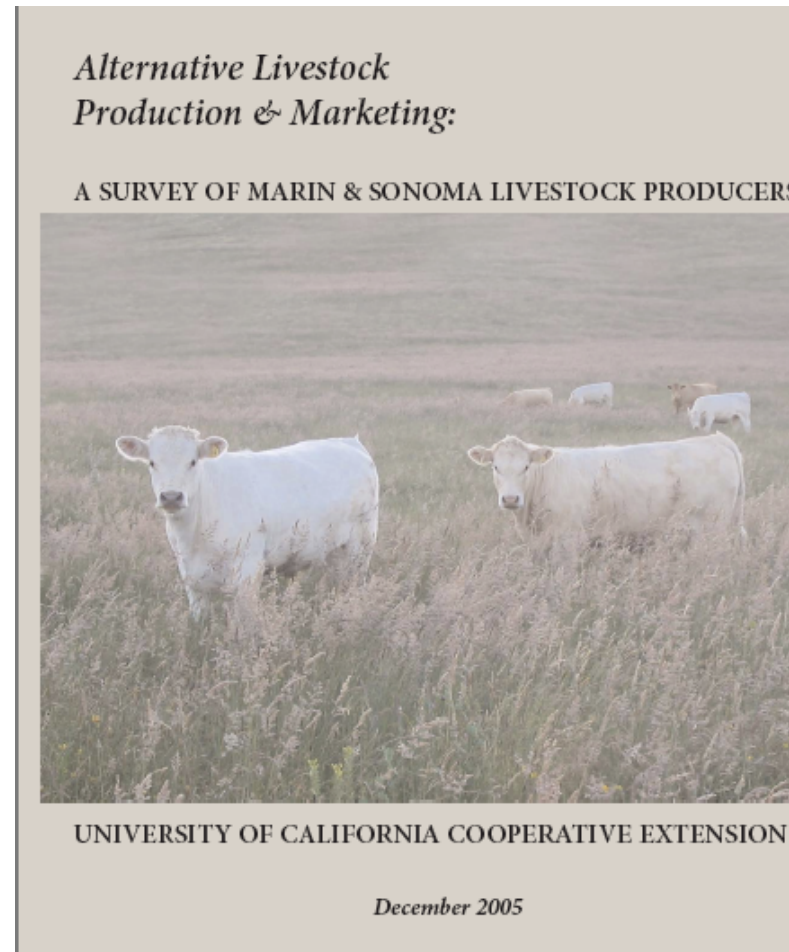
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Last Updated: April 1, 2008

A cooperative project between California State University, Chico College of Agriculture and University of California Cooperative Extension  
Funded by Kellogg California Food and Fiber Future (CF3) Grant #P0076808 and Agriculture Research Initiative

Website Designed By: [Brian R. Miller](#) & [Amber Abbott](#)  
Would you like your own grass fed web site? [Information.](#)

# Producer Needs Assessment



# Processing

USDA Inspected Harvest Sites in Northern California



USDA Inspected Processors in Northern California



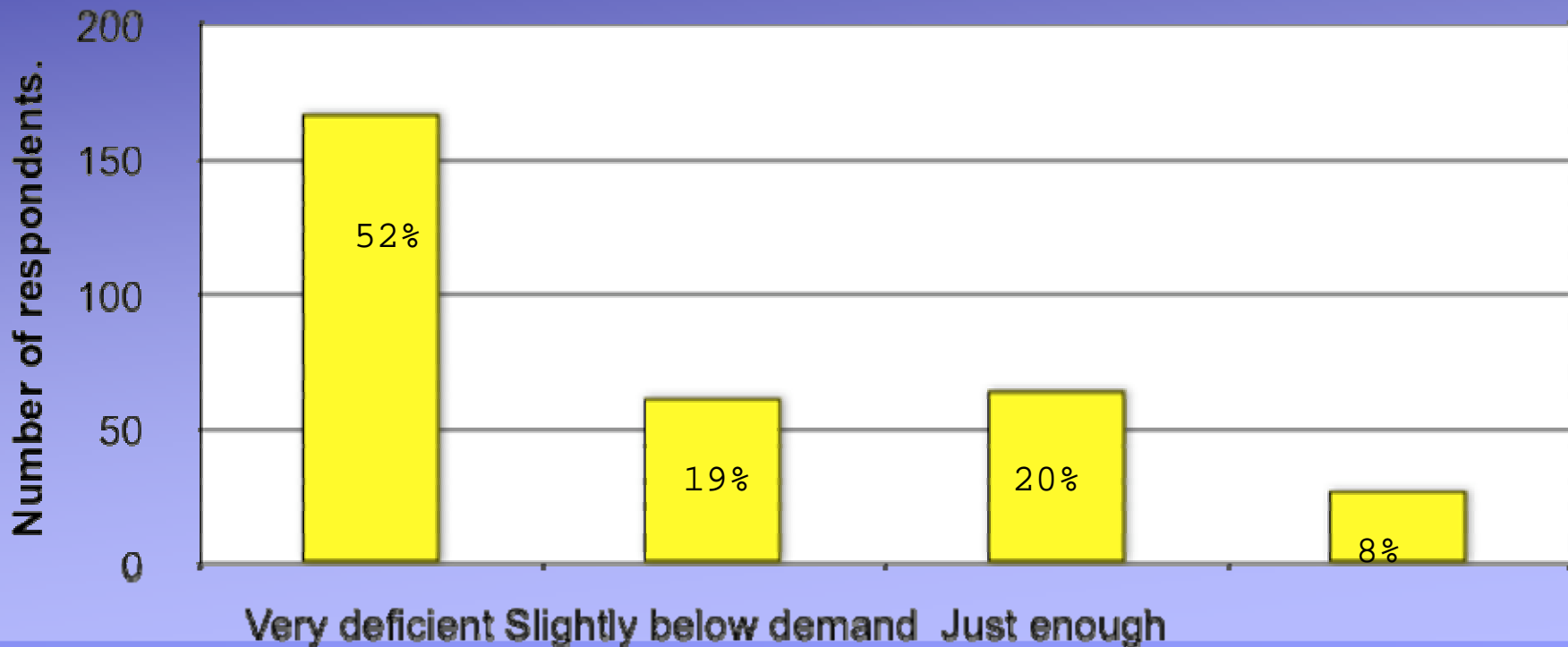
# Processing Needs Assessment

## Survey Objectives

- Survey Northern California ranchers to determine:
    - their current niche marketing efforts and success.
    - their interest in entering and expanding niche market sales.
    - the species and number of livestock they would like to process.
    - the time of year they would seek processing services.
    - the type of processing they need (USDA and non-USDA inspection).
    - the type of product they produce (organic, grass-fed, natural, etc.).
    - which special value-added products they would offer.
    - the types and locations of their target markets.
    - their geographical preferences for processing facilities.
  - Survey current livestock harvesting and processing facilities in Northern California to determine the current processing capacity.
3. Extend project conclusions to target audiences through publications, newsletters, workshops and conferences.

# Experience with existing facilities

**Current availability and accessibility of facilities.**



# Back to the

- North Coast and Mountain Region  
of California

# Future!

## Meat Industry Capacity and Feasibility Study



# Economic Development & Financing Corporation

1. Grant from Economic Development Administration ~\$259 K

## 2.4 Elements

- Meat production capacity
- Facilities and process design
- Market analysis
- Economic analysis

3. UCCE received \$38, 625

# Sonoma County Meat Buying Club: Range to Plate

- Visit our website:

<http://ucanr.org/SoCoMBC>

Our order form and recipes are available on the website

Or contact:

Stephanie Larson ([slarson@ucdavis.edu](mailto:slarson@ucdavis.edu)) or  
Jacqueline Rotlisberger ([mdgoats@csufresno.edu](mailto:mdgoats@csufresno.edu))

UCCE-Sonoma County

133 Aviation Blvd, Ste 109

Santa Rosa, CA 95403

(707)565-2621



# Sonoma County Meat Buying Club

- Gained Sonoma Direct as a partner for the club
- Sonoma Direct serves as our USDA inspected cut and wrap facility
- Developed a website and order form that were sent out to those individuals that filled out the survey

# Sonoma County Meat Buy Club

- How it works:
  - Developed a three tier level of membership
    - Small Order: (7 lbs) 5 lbs of beef, 2 lbs of pork
      - \$55 per month, (approximately \$8.00 per pound)
    - Medium Order: (15 lbs) 8 lbs of beef, 4 lbs of pork, 3 lbs of lamb
      - \$110 per month, (approximately \$8.00 per pound)
    - Large Order: (25 lbs) 15 lbs of beef, 7 lbs of pork, 3 lbs of lamb
      - \$165 per month, (approximately \$8.00 per pound)
  - Asked for a 3 month commitment from members



# Sonoma County Meat Buying Club

- February Shipment:
  - The first shipment of meat went consisting of:
    - 47 Small
    - 18 Medium
    - 2 Large
  - Amount of meat sold:
    - Pork: 178 pounds
    - Lamb: 60 pounds
    - Beef: 404 pound







Rear View

# Evisceration



# Issues

1. Lot of stuff happening
2. More questions than answers
3. What is local
4. Funding
5. Need for more collaboration
6. Translating extensive efforts into publications

# How Do We Collaborate with Local Efforts?

- PlacerGROWN
- Grown in Marin
- Calaveras Grown
- and on and on

# AG & NATURE TOURISM WORK

# How Do We Collaborate?

# DIACED

# CAVALERAS

University of California

Small Farm Workgroup



## Small Farm Center



### University of California Sustainable Agriculture Research and Education Program

 Search

## Agricultural Sustainability Institute

### Activities

- Strategic Planning
- Faculty Recruitments
- Kellogg Endowed Chair
- Undergraduate Curriculum

### Publications

- Papers and Presentations
- Journal Articles

### Research Initiatives

- Packard Foundation

Welcome to the UC Davis Agricultural Sustainability Institute (ASI).

As part of the College of Agricultural and Environmental Sciences, the Institute provides leadership for research, teaching and outreach and extension efforts in agricultural and food systems sustainability at the Davis Campus and throughout the UC system. Current activities include:

- Recruitment for eight faculty positions affiliated with the Institute
- Development of undergraduate and graduate curricula
- Strategic planning for the institute to guide future initiatives and fundraising for research and outreach activities





# Sustainability and Viability of Small-Scale Agriculture

# Growers Helping Each Other

