

Direct Marketing of Meat and Meat Products

UC Cooperative Extension

University of California, Davis

Direct Marketing: Introduction



What is Direct Marketing?

■ Definition

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



~~Distributor~~



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

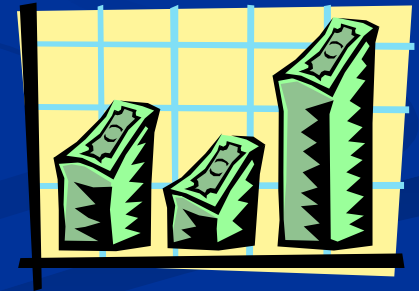


- Direct sales to restaurants and stores
- Agricultural tourism and on-farm recreation
 - Example: hayrides, petting zoo, cornfield maze



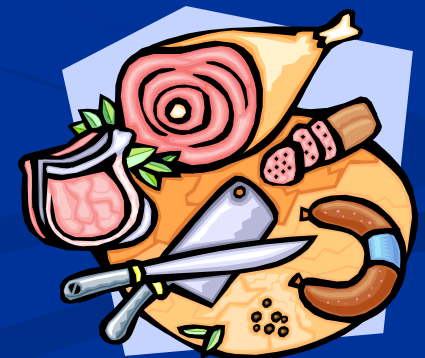
Benefits of Direct Farm Marketing

- 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



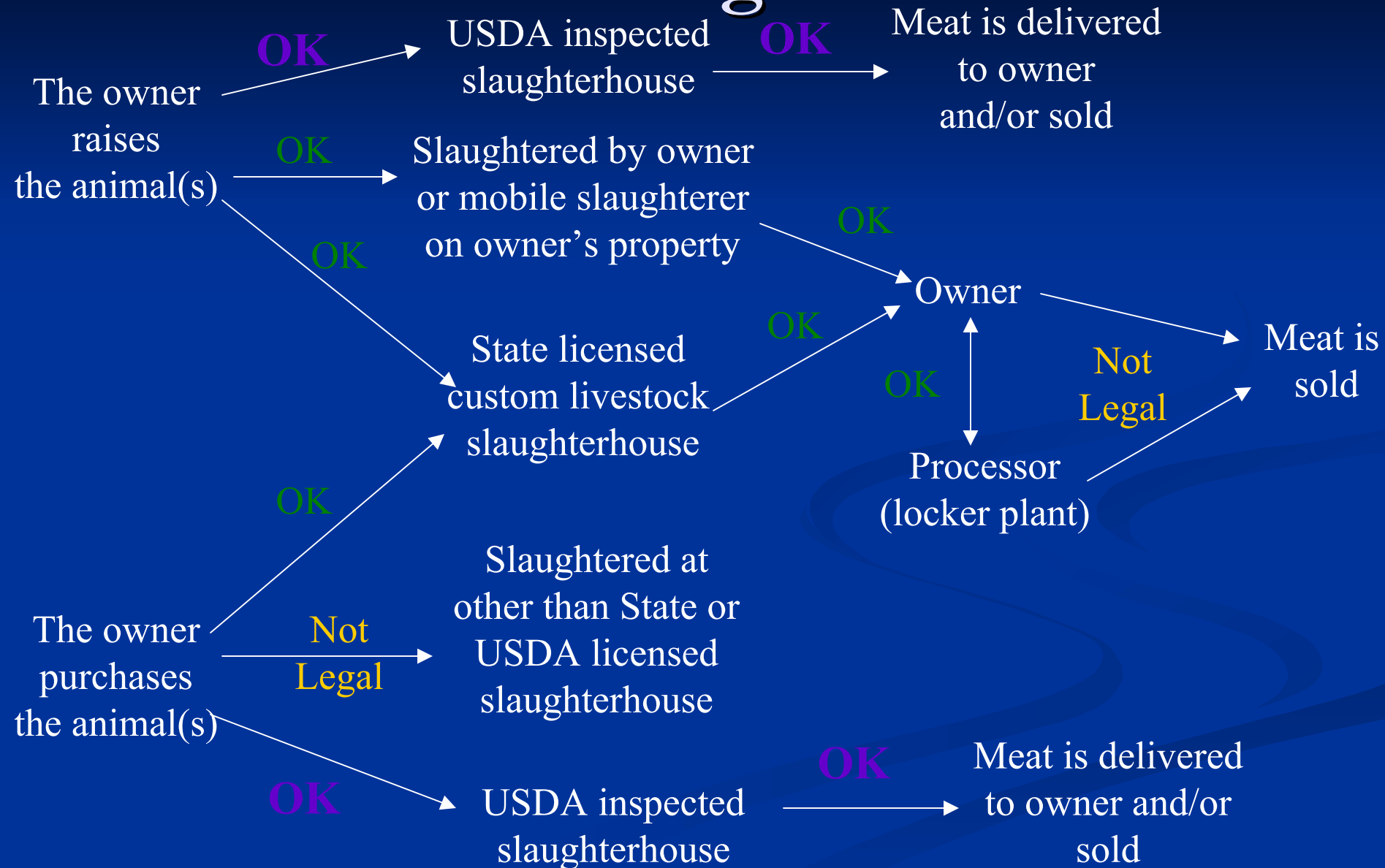
Direct Marketing of Meat or Meat Products: Rules and Regulations



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

Livestock Slaughter Process



Amenable Species Slaughter for Direct Marketing



The owner raises the animal



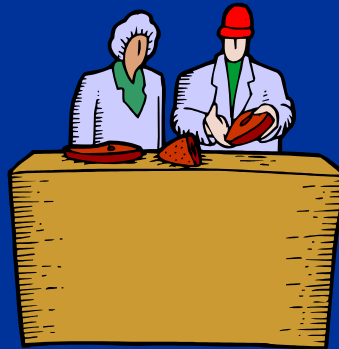
USDA inspected slaughter house



Meat is delivered to owner and/or sold



Animal is purchased



Poultry, Rabbit, Game, and Exotic Poultry Species

Inspection for meats used in direct marketing:

- 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
- 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:

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

State Inspected Facilities

- 47 state poultry plants
- 42 state livestock slaughter plants
- 73 state retail slaughter processing plants
- 398 state-licensed industry inspectors