

so you want to start A DIRECT MEAT MARKETING BUSINESS


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WHY ME?

1
Grew up on my family's farm

2
Farmers Markets

3
Started freezer beef company



I'M NO EXPERT...

VDACS OMPS



"What do I need to know to sell Meat and Poultry at Farmers Markets"

ENHANCING THE SAFETY OF LOCALLY PREPARED FOODS



What do I need to know to sell MEAT AND POULTRY at the farmers market?

Increasingly, producers want to sell meat at farmers markets. This is a good thing, but it's important to know the rules. There are several things you need to know to sell meat at farmers markets. This document provides information on how to meet the regulatory guidelines associated with selling meat and poultry at your local farmers market.

What inspection is required if I want to sell meat and poultry at the farmers market?

The sale of almost all meat requires inspection depending on the animal the meat is harvested from. In general, meat is categorized as one of the following:

1. Poultry
2. Beef
3. Pork
4. Other

What are the requirements for selling meat at farmers markets?

All food safety, inspection, and service agencies (FISMA) have specific requirements for selling meat at farmers markets. These requirements are designed to protect the public and ensure the safety of the food. For more information, please contact your local health department or the Virginia Department of Agriculture and Consumer Services (VDACS).

1



WHAT AM I GOING TO TALK ABOUT?

1


Legal Aspects

2



How You're Going To Sell

3

Business Aspects



CATTLE, SWINE, SHEEP, AND GOATS

Production/Slaughter

- Must occur in a federal or state inspected facility

State Facility


- Can only be sold within that state

Federally Inspected

- Often referred to as USDA inspected
- Can be sold outside of state lines



POULTRY



Turkeys, chickens, ducks, geese, squab, guinea fowl, ratites

Exemptions

- 1,000 Birds per year
- 1,001-20,000 birds

Must talk to VDACS OMPS!

LABELING



Image from UT Food Science

<https://foodscience.tennessee.edu/wp-content/uploads/sites/52/2020/03/Meat-Product-Labeling-Guidance-for-Direct-Farm-Marketers.pdf>

Many specific requirements

List of items that must be included

Talk to your processor

FINDING A PROCESSOR



Image from Alleghany Meats

<https://www.facebook.com/AlleghanyMeats/>

Selection is getting better!

Talk to a few different processors

Where are other people getting their meat processed?

HOW WILL YOU SELL?



Freezer animals

Retail

Wholesale

Other?

WHAT WILL YOU GET?



Research!

What cuts can I get?

Try them out!

Checkoff websites are great resources

WHERE WILL YOU SELL?



Farmers Markets

Farm Stores

Wholesale

Restaurants/Distributors/The list goes on and on!

FARMERS MARKET



Image courtesy of <https://buyfreshbuylocal.org/>



Large number of people

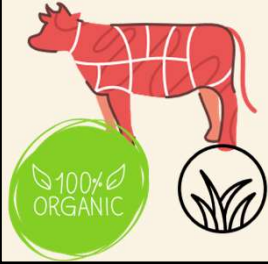
Often get the most \$ for your products

Build great customer relationships

Time consuming!

Market saturation

MARKETING CLAIMS

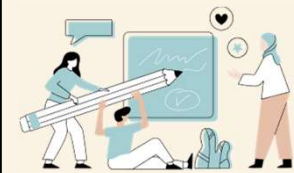


Best way to market your product?

Space for everyone at the table- don't bash others

Label claims

DO YOU HAVE A PLAN?



Develop your business plan!

Research your entire idea from start to finish


We can help with this!

THE END! (OR IS IT?)



Lots of information!

Get help as you develop your ideas!



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Thank you!

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