



Spragg Farms

- ‡ Bonnie farmed with parents; Greg was lead herdsman in a hog barn
- ‡ Purchased farm in March 2002
- ‡ Attended seminar on pasturing hogs in April 2002
- ‡ 3 little pigs May 2002



Spragg Pastured Pork

In 2002...

- ‡ purchased 80 weaner pigs
- ‡ Started construction of pasture fencing, water sources
- ‡ Sold approx 50, bred 25 gilts Dec 2002



Marketing Pastured Pork

What we did...

- ✦ Sold sides of pork to friends and family
- ✦ Approached local butchers to sell hogs
- ✦ Sold to one butcher in exchange for custom cutting

Issues Arising...

- ✦ Consistent, ample supply (year round, 15 hogs per week min)
- ✦ Selling to butchers with price premium

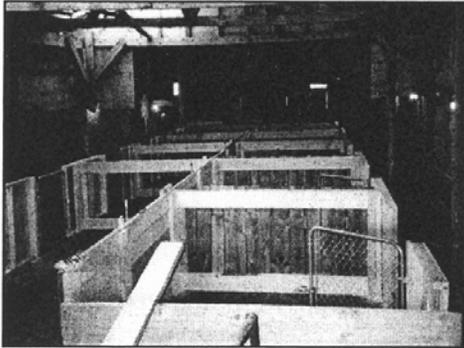


2003 – First Full Year

Raising Hogs

- ✦ First litters born - March 2003
- ✦ Construction continued on facilities – more pasture, box stalls
- ✦ 150 pigs to market





Direct Marketing

What we did...	Issues arising...
* Farmer's Markets & trade shows	* Production exceeded these markets
* Continued selling to family and friends	* Processing hassles – consistency, timeliness
* Exchanging pork for custom cutting	* Freezer packs – selling what we had vs. what consumer wanted
* Defined how product was different	

Natural Pork Production System

* No antibiotics and needles	* System meets quality assurance guidelines
* Grow own feed – barley, wheat, fababeans – all non-medicated	* Market hogs outside year round
* Farrow in unheated barn box stalls	
* Don't clip teeth or dock tails, and castrate at 3-4 weeks	

2004 – Focus on Marketing

- * Millarville and Brooks Farmer's Markets
- * Pay for processing - define product line
- * Advertising – flyers, newspaper ads, farmer's markets, etc.
- * Labels, price lists, decorate booth



Processing Our Own Product?

Reasons for....

- * Product packaging – weights, loss from "leaker" packages,
- * Inability to change custom instructions without mistakes
- * Limits to expansion
- * Costs of custom processing and paying up front

Reasons against....

- * Time and labour commitments
- * No meat processing background
- * Marketing 250 hogs a year – breakeven point- up to the challenge?

First Steps

- * Facility layout, regulations, location of the building (on-farm vs. in town?)
- * Business plan and financing
- * Government help? marketing, meat unit
- * 2005- new beginnings – school, building a facility, grand opening of Spragg's Meat Shop Ltd.
