

Farm Direct Marketing Meats – Readiness Checklist

After reading through the information series, you should have an understanding of the aspects involved in starting to sell meat directly to customers.

Ask Yourself!

- ✓ Are you ready to make a long-term commitment to farm direct marketing?
- ✓ Do you know what your customers expect? Can you meet these expectations?
- ✓ Have you considered all that it takes to make a product safe? From pasture to plate?
- ✓ Have you arranged for safe transport or pick up of your meat product?
- ✓ Do you feel comfortable with the processing facility you've chosen? Would you like your customers to see the facility?
- ✓ Have you ensured that all your products are equally tasty and tender?
- ✓ If you've made certain claims about your products, can you back them up?
- ✓ Are you prepared to incur higher costs to ensure a quality product?
- ✓ Have you taken all precautions required to maintain food safety? Are these steps documented?
- ✓ Have you considered all regulations that affect the level of facility you've chosen?
- ✓ Have you obtained the correct licenses to sell meat in the manner of your choice?
- ✓ Do you know what all your competitors are charging?
- ✓ Do you know what your customers are willing to pay for your product?
- ✓ Do you know your costs? On-farm production? Harvest & processing? Marketing & storage?
- ✓ Have you identified the kind of strategy you'd like to use in your business? What does this strategy mean for pricing?
- ✓ Are you ready to take on a long-term working relationship with your processing facility?
- ✓ Do you know what ask a processor? Are you ready to answer his or her questions?

You should be able to answer “yes” and add details around each of these questions. Be sure that you've taken the time to understand the impact of entering this new venture. It is a big commitment and there is a lot to think about. Do not consider farm direct marketing meat lightly.

For more information about farm direct marketing, visit Ropin' the Web's Business & Economics section and see Ag Entrepreneurship. Other fact sheets are also available.

- *Ag Strategies: Farm Direct Marketing For Rural Producers*
- *Ag Strategies: Farm Direct Sales - Know the Regulations*
- *Ag Strategies: Managing Risk for Farm Direct & Ag Tourism Ventures*

The Protein Team: Alberta Agriculture, Food and Rural Development's Protein Team is a government– industry alliance, focused on growing the farm direct marketing of meat products.

The Protein Team connects livestock producers and processors with opportunities for farm direct marketing, while overcoming challenges through education, information brokering, research, and industry advocacy.

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