

Creating Consumer-friendly Bulk Meat Sales



Giana Van Nice
Blue Dog Farms
New Freedom, PA





- Master's in Ag/Food Marketing, Cornell
- Ag. Marketing Specialist, CCE, 11 years
- Created Cornell Meat Price Calculator
- New England Livestock Alliance & Heritage Breeds Conservancy.
- Ultrasound Technician for Beef Carcass Quality

Creating Consumer-friendly Bulk Meat Sales

What we will cover in this presentation:

1. Understanding the consumer
2. Creating the product
3. Selling & Delivering
4. Pricing
5. Reaching Consumers

How to get started

1. Call processors to get slots.
2. Calculate pricing.
3. Work on your product and description.
4. Create Facebook & other web pages.
5. Start sharing, get help from friends.

Crisis Situation



Tyson Foods warns of meat shortages: 'The food supply is breaking'

Scott Stump 4 hrs ago




One of the nation's top meat companies has issued a warning that there could be a shortage at grocery stores nationwide due to the ongoing [coronavirus pandemic](#).



April 29, 2020

Also a huge opportunity

 Family Farms

Local meat for sale.




Beef by the split quarter, half or whole; [redacted] per pound hanging weight. Each quarter is estimated to cost approximately \$[redacted]. Cut to your specification and can include; steaks, roasts, ground meat, burger patties and more.

Pork by the half or whole; [redacted] per pound hanging weight. Each half is estimated to cost approximately \$[redacted]. Smoking for any ham and bacon will be an additional \$0.80 per pound. Cut to your specifications and can include; chops, ribs, bacon, ham slices, ham roasts, shoulder roasts, butt steaks, sausage and more.





All pricing is inclusive of cutting and vacuumed sealed per your direction as well as local delivery.

Contact us for further information via

[redacted contact information]

   61

8 Comments 51 Shares

 Like  Comment  Share 

April 29, 2020

Marketing is the process of:

Understanding what the consumer wants,
developing the product, and getting it to them.

1. Understand
2. Create
3. Sell & Deliver



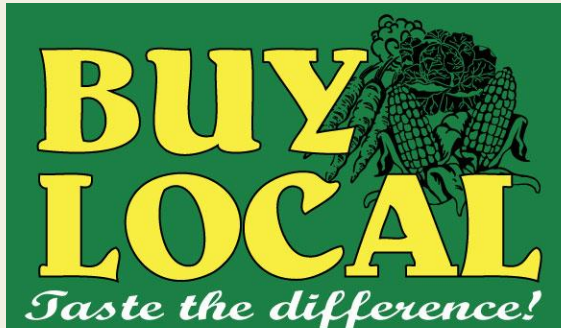
What do your customers want?

Local food buyers: Who are they?

Try to understand your target customers to best serve them.

Main Groups of Local Meat Buyers

- **Foodie/ Locavore Enthusiasts**- *experience driven.*
- **Social Cause /Personal Health**- *cause driven.*
- **Traditional buyers**- *price driven.*
- **Ethnic/Religious**- *culturally driven.*
- **Pandemic “crisis” consumers**- *security driven.*



Understand: Strategy Development

Characteristics of the NEW Local Meat Buyer: The Crisis Consumer

Problems

- Want to leave home as little as possible.
- Prefer online ordering & payment.
- Worried about food shortages, particularly meat.
- Worried about bringing the virus into the home on goods.
- May not have the money for large purchases.
- Possibly nervous about spending on large purchases.

Understand: Strategy Development

Characteristics of the NEW Local Meat Buyer: The Crisis Consumer

Opportunities

- Cooking more/most meals at home.
- Willing to buy in bulk (stockpile).
- Eager to buy from a short supply chain.
- Eager to support local businesses.
- Looking for ideas for meals.
- Bulk pricing offers better price/LB. than single cuts.

Understand: Strategy Development

Characteristics of the NEW Local Meat Buyer: The Crisis Consumer

Each customer has different:

Needs	“I need to feed my family meat.”
Motivations	“I want to secure a supply & support local farms.”
Desires	“I’d love to know very few people handled this product.”
Buying habits	“I prefer to order and pay online. Home delivery is ideal, but I at least want to avoid stores & crowds.”

Understand: Strategy Development

Our farm raises *claims/product(s)* for *target customers* who *activity/demographic/behavior*.

Impacts production and marketing decisions.



Understand: Strategy Development

We make *_fast, easy meals_* for *_busy working moms_* who *_have run out of time and give up for today_*.



Understand: Strategy Development

Short-term strategy

- We sell a secure stockpile to house-bound families worried about shortages and infection.

Long-term strategy

- Focus on a specific subset of local meat buyers.

Create: Consumer-friendly Bulk

Bulk Meat Product Formats:

- Traditional wholes, halves, and quarters (split sides).
- Bulk Boxes.

Create: Consumer-friendly Bulk

Traditional wholes, halves, and quarters:

- Price using \$/lb. hanging weight *including* processing.
- Offer “split-side” quarters.
- Offer pre-set cut sheets with few or no options.
- Call the processor for them.
- Send them “the butcher kept your meat” by email.

The butcher kept your meat?

by Dr. Christopher R. Raines, Assistant Professor
Department of Dairy & Animal Science
The Pennsylvania State University

PENNSTATE



No, the butcher probably did not keep your meat. Ever since the first butcher processed a meat animal, the customer has wondered what happened to some of their meat. How could it be that a 1,200 pound steer left you with only 475 pounds of beef? Or that a 250 pound hog generated only 125 pounds of pork? What might seem like a reasonable answer - that the butcher kept your meat - is very unlikely. Take into consideration what happens during the conversion of a market animal into cut and packaged meat, and chances are the math will make more sense. **This brief guide is intended to serve as a general base for meat product return and may not fully account for slight variations that different animals and butcher orders may incur.**

Step 1: Converting an animal into a carcass

Dressing percentage (DP) relates the weight of the carcass to the weight of the live animal and is calculated as: $(\text{Carcass Weight} \div \text{Live Weight}) \times 100$. This can be affected by many things, such as gut fill, fatness, mud on the hide, or shorn versus unshorn. Very fat animals have higher dressing percentages than light very lean animals.



~70%

The average dressing percentage for hogs is about 70-72%.

Example:

Live weight = 245 lbs.
Actual DP = 72%
Carcass wt. = **176 lbs.**



~60%

The average dressing percentage for cattle is about 60-62%.

Example:

Live weight = 1312 lbs.
Actual DP = 60%
Carcass wt. = **787 lbs.**



~50%

The average dressing percentage for sheep is about 50%.

Example:

Live weight = 127 lbs.
Actual DP = 52%
Carcass wt. = **66 lbs.**

Step 2: Making cuts out of a carcass

This is where it starts to get tricky to predict just how much meat the carcass will yield because that depends largely on how you order the meat cut. **Bone-in or boneless?** Opting for boneless cuts will reduce your total pounds of meat returned. **Do you want ground meat with 10% fat or 20% fat?** Lower fat content ground meat will result in more discarded fat, thus reduced total pounds of product received. **Was the animal overly fat to begin with?** If the animal was fat from the start, more fat will need to be trimmed away, thus reducing total pounds of meat returned.

Pork

For bone-in pork, expect no more than 75-80% of the carcass weight back as meat. For boneless, 65-70%.

Example:

Carcass wt. = 176 lbs.
Boneless pork = **123 lbs.**

Beef

For bone-in beef, expect no more than 65-70% of the carcass weight back as meat. For boneless, 55-60%.

Example:

Carcass wt. = 787 lbs.
Boneless beef = **472 lbs.**

Lamb

Most lamb cuts are bone-in. Expect no more than 70-75% of carcass weight back as meat.

Example:

Carcass wt. = 66 lbs.
Lamb cuts = **50 lbs.**

Step 3: Aging and further processing (optional)



The longer a whole carcass ages (hangs), the more moisture it loses due to evaporation, thus losing weight. Instead of aging an entire carcass for > 2 weeks, ask if your butcher is willing to age just the middle meats aged.



Ordering bacon? Cured hams? Smoked sausages? Applying a heat process to meat cuts will also reduce the total yield of meat returned from an animal. Different products have different yields.

Create: Consumer-friendly Bulk

Simplifying the bulk purchase process:

- VT processors are reducing options on cut sheets to increase throughput.
- Full customization *seems* like high customer service, but...
- Many customers are intimidated by a cut sheet and unfamiliar with the choices.
- Can still accommodate customers as needed.

Create: Consumer-friendly Bulk

Example of a Fixed Cut Sheet: “Do you want one like this?”

- Ground Beef, 1 lb. packs
- Sirloin steaks, $\frac{3}{4}$ " thick
- Brisket
- Short Ribs
- Top Round, 2-3 lb. roast
- Strip Steaks, $\frac{3}{4}$ " thick, 2 packs
- Filet
- Sirloin Tip
- Chuck Roast, 2 lb. packs
- Rump Roast, 2-3 lb.
- Ribeye Steaks, $\frac{3}{4}$ " thick, 2 packs

It will weigh between 90-110 lbs and will cost you \$650-750.

Create: Consumer-friendly Bulk

Bulk Bundles:

- Assorted cuts including high & low value cuts and ground.
- Includes “assembled” quarters/halves/wholes.
- Can make guaranteed weight quarters/halves/wholes.
- Reduces inventory challenges.
- Create bundles in different sizes & values.
- Mixed species bundles.
- Requires USDA-Inspection.

Create: Consumer-friendly Bulk

A great example

<p><u>30 LB. COMBO BOX</u></p> <p>3 PKGS. GROUND BEEF 2 PKGS. GROUND BEEF PATTIES 1 PKG. BREAKFAST PATTIES 1 PKG. MILD ITALIAN LINKS 1 PKG. BACON 1 PKG. HOT DOGS 1 PKG. STEW 1 PKG. SANDWICH HAM</p> <p>1 CHUCK OR ARM ROAST 2 PKGS. SPLIT CHICKEN BREAST 1 PORK SHOULDER ROAST 2 OR 3 PKGS. PORK CHOPS 2 PKGS. PORK STEAKS 2 PKGS. CUBE STEAKS 2 SIRLOIN STEAKS</p> <p>30 LBS. --- \$158.50</p>	<p><u>SUPER SAVER</u></p> <p>5 LBS. BNLS/SKNLS CHICKEN BREAST 3 PKGS. GROUND BEEF 2 OR 3 PKGS. PORK CHOPS 1 PKG. HOT DOGS 1 CHUCK OR ARM ROAST 2 PKGS. GROUND BEEF PATTIES</p> <p>2 PORTERHOUSE STEAKS 2 PKGS. PORK STEAKS 2 PKGS. PEPPER & ONION SAUSAGE LINKS 1 PKG. STEW 1 PKG. APPLE MAPLE LINKS</p> <p>25 LBS. --- \$135.00</p>
<p><u>50 LB. BEEF BOX</u></p> <p>2 OR 3 SIRLOIN STEAKS 3 PKGS. CUBE STEAKS 2 PORTERHOUSE STEAKS 2 OR 3 T-BONE STEAKS 2 CHUCK ROASTS 1 ARM ROAST</p> <p>1 SIRLOIN TIP ROAST 1 ROLLED RUMP ROAST 17 PKGS. GROUND BEEF 1 TOP ROUND STEAK 1 CHUCK STEAK 3 OR 4 RIB STEAKS</p> <p>50 LBS. --- \$382.00</p>	<p><u>FREEZER FILLER BOX</u></p> <p>3 PKGS. GROUND BEEF 2 PKGS. GROUND BEEF PATTIES 1 PKG. STEW 2 PKGS. BOLOGNA 1 PKG. SANDWICH HAM 1 PKG. HOT DOGS</p> <p>2 OR 3 PKGS. PORK CUBE STEAKS 1 PKG. GROUND PORK 1 BONELESS HAM ROAST 1 CHUCK OR ARM ROAST 2 PKGS. BREAKFAST PATTIES 1 BAG CRINKLE CUT FRIES</p> <p>25 LBS. --- \$103.50</p>
<p><u>HOLIDAY BOX</u></p> <p>1 BONELESS HAM ROAST 5 PKGS. GROUND BEEF 5 PKGS. GROUND BEEF PATTIES 2 PKGS. BACON 2 PKGS. SLICED PEPPERONI 1 PKG. BONELESS/SKINLESS CHICKEN BREAST</p> <p>1 BEEF RUMP ROAST 2 PKGS. BREAKFAST PATTIES 2 PKGS. PEPPER & ONION SAUSAGE LINKS 1 PKG. CRACKER BOLOGNA</p> <p>25 LBS. --- \$135.00</p>	<p><u>SUMMER SPECIAL</u></p> <p>2 PKGS. CUBE STEAKS 2 PKGS. GROUND BEEF PATTIES 2 PKGS. SMOKED ZESTY SAUSAGE 2 PKGS. MILD ITALIAN LINKS 2 PKGS. PORK CHOPS</p> <p>2 PKGS. SPLIT CHICKEN BREAST 2 PKGS. HOT DOGS 1 CHUCK STEAK 1 PKG. COUNTRY STYLE RIBS 1 PKG. SANDWICH HAM</p> <p>20 LBS. --- \$90.00</p>
<p><u>25 LB. PORK BOX</u></p> <p>5 OR 6 PKGS. PORK CHOPS 1 PKG. SANDWICH HAM 2 PKGS. BACON</p> <p>1 BONELESS HAM ROAST 2 PKGS. PORK STEW 2 PKGS. MILD ITALIAN LINKS</p>	<p><u>STEAK & BURGER BOX</u></p> <p>5 PKGS. GROUND BEEF 5 PKGS. GROUND BEEF PATTIES 2 SIRLOIN STEAKS 4 STRIP STEAKS</p> <p>3 OR 4 T-BONE STEAKS 2 DELMONICO STEAKS 3 OR 4 RIB STEAKS 1 LONDON BROIL</p> <p>25 LBS. --- \$256.50</p>

Create: Consumer-friendly Bulk

Consumer Friendliness

Traditional ¼'s

Set Cut sheets

Fixed weight &
Assembled ¼'s

Bulk Bundles

Price/ lb.

\$

\$\$\$\$

Farm Marketing Effort

Lowest

Highest

Deliver: Consumer-friendly Bulk

Taking orders & Payment

- Phone, text, email
- Do take a deposit.
- Pay the processor for them.
- Email invoices.
- Paypal, Square, and others.
- Integrated online ordering & payment.
 - Squareup.com
 - Shopify.com

Orders	Payment
By phone	Cash
By text/email	Checks
Simple online	Email
Online with payment	Online



Available NOW! Deposits for pasture pork!!

Thanks for trusting us to grow your food!

Website

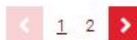


from Zip

from Zip

Submit

Items



Showing 0 - 48 items / 49 total



1/4 Beef Deposit - CONTACT US For AVAILABLE MONTH

Sold out, check back soon!

\$100.00 / 95-125 lb

1

+ ADD

RESERVE

ONLY 1 LEFT!



1 Whole Beef Deposit



To Be Arranged



\$400.00 Deposit / Whole Beef

\$4.50 / lb

Est. \$2025.00

1

+ ADD



Beef Bones



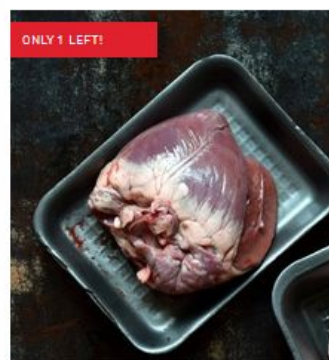
Next: 2/17/2021



\$10.00 / 4.5-5.5

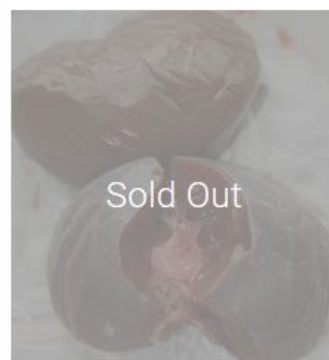
1

+ ADD



ONLY 1 LEFT!

Beef Heart



Beef Kidney



Beef Marrow Bone

Deliver: Consumer-friendly Bulk

Delivery

- Pick up at the processor.
- Pick up at the farm.
- Central distribution points.
- Home delivery.
- Partner delivery systems.
- By appointment or time window.

Consumer Friendliness

At the processor

At the farm

Central pick up
spot(s)

Home delivery

Price: Calculate an Accurate Price

Cornell Resource for Pricing:

- For pricing meat by the carcass or by the cut.
- Need to prepare with data from your farm.

<http://calculator.meatsuite.com/>



**Cornell Meat
Price & Yield
Calculator**

Price: Calculate an Accurate Price

Beef example:

- Cost of production: \$1300/head
- Production Profit: \$100/head
- Trucking: \$35/head
- Pick-up & Delivery: \$35/head
- Kill fee: \$85/head
- Cut & Wrap: \$0.85/ LB HCW

550 lb HCW = \$2,023

650 lb HCW = \$2,107

750 lb HCW = \$2,193



Cornell Meat
Price & Yield
Calculator

Price: Calculate an Accurate Price

Beef example:

- How much time will I invest in selling



Cornell Meat
Price & Yield
Calculator

Estimate for selling quarters:

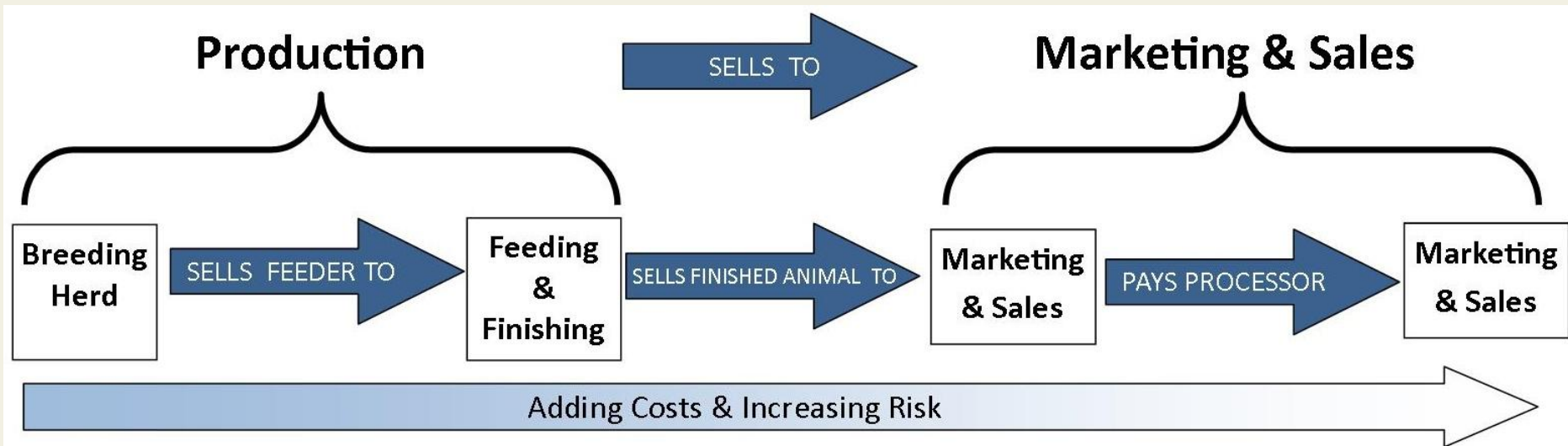
Hours promoting online:	6 hours
Customer #1: First time buyer:	3 hours
Customer #2: First time buyer:	3 hours
Customer #3: Experienced buyer:	2 hours
<u>Customer #4: Repeat customer:</u>	<u>1 hour</u>

My time is worth \$15/hour x 15 hours = \$225

Price: Calculate an Accurate Price

Beef example:

- How much marketing profit would I like on 1 head?



Price: Calculate an Accurate Price

Beef example:

650 lb HCW = \$2,107

Marketing time = \$225/head

Marketing profit = \$500/head

Total cost = \$2,832

That is \$4.35/ LB HCW including processing.

Each quarter will cost customers \$708.

Customer can expect ≈ 100 lbs @62% yield

WTD AVG price for cuts: \$7.08/ LB

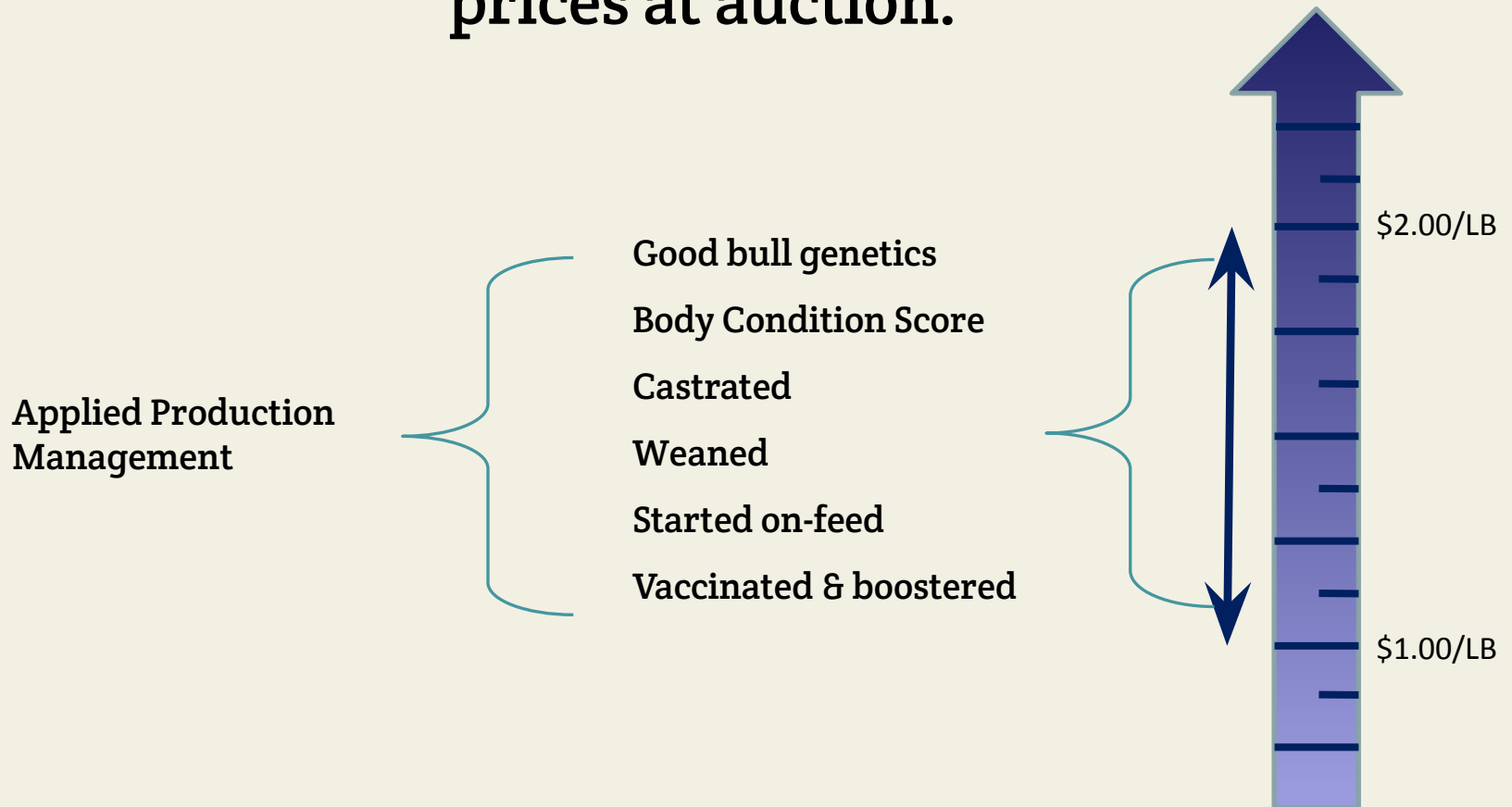
Price: Calculate an Accurate Price

Don't think you can get that price?

Consumers do not buy on price alone!

Price: Calculate an Accurate Price

Factors influencing feeder calf prices at auction:

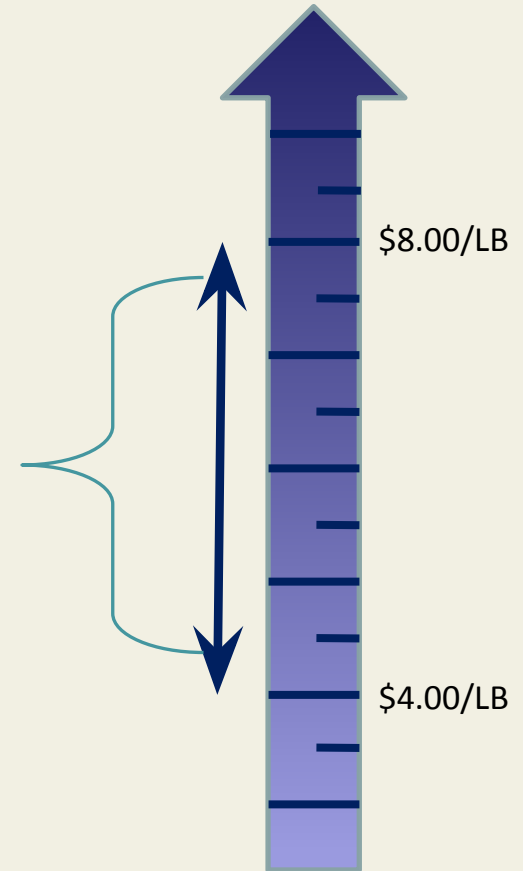


Price: Calculate an Accurate Price

The difference between \$4 & \$8 ground beef?

Applied Marketing Management

Target Market identification
Marketing Strategy
Marketing Time
Consumer Communication
Consumer-friendly practices



Reaching Consumers

Things to avoid in communication:

- Jargon
- False claims & lies
- Sob stories
- Criticism of “the industry” or other firms

**Tell them what you are proud of and
what’s good about what you do.**

**DON’T tell them what’s wrong with what
others are doing.**

Keep it Positive!

Instead of:

- “We still need to sell 3 more lambs by Dec. 1.”

TRY:

- “You still have time to secure your supply of local lamb to feed your family.”
- Let’s see some examples!

Reaching Consumers

At Blue Dog Farms, how we reach consumers comes directly from our vision. We strive to be:

- Humble and Grateful
- Authentic and positive
- Community Connector

Humble & Grateful



Blue Dog Farms

Published by Giana Van Nice · October 25, 2020 ·

...

Have we told you lately how thankful we are to each of you? It is truly humbling when a customer emails or texts with pictures of their dinner or their family eating. Because we know all the hard work has paid off.

As the days get colder and the work changes we take a pause to be grateful for each of you who stopped by the farm in this strange season of masks and distancing. You came every three weeks for chicken and conversation.

You are truly friends of the farm and we are so blessed that you support our small little family farm!

#bluedogfarms #gratitude



Blue Dog Farms

Published by Giana Van Nice · December 21, 2020 ·

...

We know a lot of our friends of the farm started or expanded on gardens this year. This service is by a local chef and master gardener (and also wonderful long time friends of the farm too!) and they are our go-to for any gardening and cooking questions. If you want a garden plan or just want an expert to talk to, these are your people.



#shoutout #farmersSupportingFarmers #gardening Love Sown Family Farms & Chef Service #bluedogfarms



Love Sown Family Farms & Chef Service is in Glen Rock, Pennsylvania.



Thank You



340
People Reached

49
Engagements

Boost Post

Authentic & Positive



Blue Dog Farms

Published by Giana Van Nice · September 15, 2020 ·

It just never gets old.

Stock up on meats here >>> <https://app.barn2door.com/e/9p6DQ/all>

#bluedogfarms #rareitis #farmerdan

Waiter: How do you like
your steak cooked?

Me: Like winning
an argument with

my **Wife**

Waiter: Rare it is.



Blue Dog Farms

Published by Giana Van Nice · January 29 at 6:49 PM ·

Oops! Just had a friend of the farm text me and say we went live on accident. I was trying to make my phone's flashlight work because #13 here wasn't interested in going into the barn. Now don't ask me why because it's dern cold out!!!

Nothing like looking for a black calf at night 🤔🤔

All's well that ends well and she's happily munching on hay with her friend Curly Jo.



#bluedogfarms
#babyitscoldoutside
#blackcalf
#warmbarn



Authentic & Positive

 **Blue Dog Farms**
Published by Giana Van Nice · November 15, 2020 ·

#thanksgiving
#bluedogfarms



2,501
People Reached

66
Engagements

Boost Post

 **Blue Dog Farms**
Published by Giana Van Nice · January 7 ·

Need all natural, grass fed poo for YOUR garden this year?!

NOW is the time! Stop by the farm this Saturday and BYOB (bring your own bucket). 9am-1pm

Our son will have it in his pick-up so you can easily scoop what you need into your bucket(s).

FREE! But we ask you give a donation to the son who will get up super early Saturday to load up his pickup with poo (and wash his truck after we are done lol)

<https://fb.me/e/3XIVdfGeK>



SAT, JAN 9

The BS event - Scoop the Poop for your Garden
2482 Smith Mill Rd. New Freedom PA 17349
5 Went · 10 Interested

Connecting the Community

 **Blue Dog Farms**
Published by Giana Van Nice

Please check out our dear friend at [Smith The Skirted Soldier](#) in a great video! Wow! We know famous people!

Now head on over to <https://www.smiththeskirtedsoldier.com> to see this veteran's artisan teas. When you see other female veterans as she donates to other veterans!... See More



ABC23.COM

The Skirted Soldier - ABC23
A local small business is helping support



Blue Dog Farms

Published by Giana Van Nice · October 3, 2020 ·

Just finished pulling the orders for friends picking up today!
Did you get your order in???

If not, no worries! Put your order in now for pickup today before 1pm.
Shop here: <https://app.barn2door.com/e/9p6DQ/all>

Photo cred to our beautiful pals at [Love Sown Family Farms & Chef Service](#). ❤️❤️❤️



2,325

People Reached

65

Engagements

Boost Post

Giana Van Nice · January 20 at 12:45 PM ·

Today was an unusual day! We spent a few

hours to be speakers for the [Pasa Sustainable](#) event. I spoke about responsible and sustainable farming practices at Blue Dog Farms including rotational grazing, using goats and laying hens with or without pesticide and herbicide use.

We did laundry that needs to be put away and yes, the dry basket propping up the laptop. 🤖 But

we talked about grants and funding opportunities from [A Veteran Farming Project](#) and [The Skirted Soldier](#)

and a shout-out to [Kencove Farm Fence Supplies](#). We also talked about some of their awesome products we use

on our farm. Some opportunity to talk about what we've grown sustainably and responsibly by our



Connecting the Community

- Talking about other farmers
- Handling concerns/complaints about others
- Teaching customers to do it themselves
- Talking about what sets the farm apart from others

Connecting the Community



Blue Dog Farms

Published by Giana Van Nice · October 29, 2020 ·

Everyone is posting political posts so we thought we'd add in our own!
Shop here, last fresh never frozen chicken of the year pick up Sat Oct 31, 9a-1p >>>> <https://app.barn2door.com/e/9p6DQ/all>

#FarmerDan approves this message!

#election2020 #vote #bluedogfarms

THE CHOICE IS CLEAR!



Blue Dog Farms

Published by Giana Van Nice · January 19 at 11:07 PM ·

Just thought we'd leave this here in case anyone else needed it in their feed tonight.....

Shop here>>> <https://app.barn2door.com/e/9p6DQ/all>

#bluedogfarms

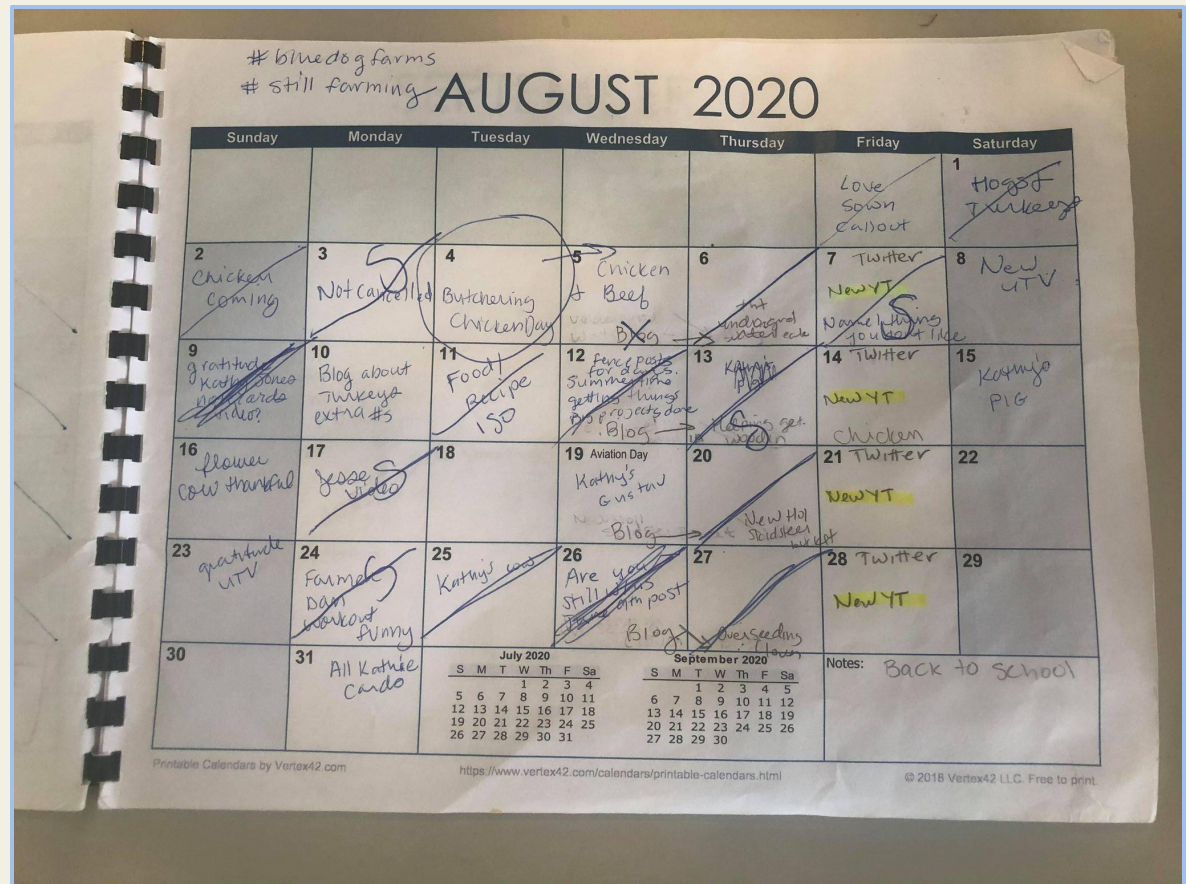
#wedigtheseposts

NON-
POLITICAL
FACEBOOK
POST



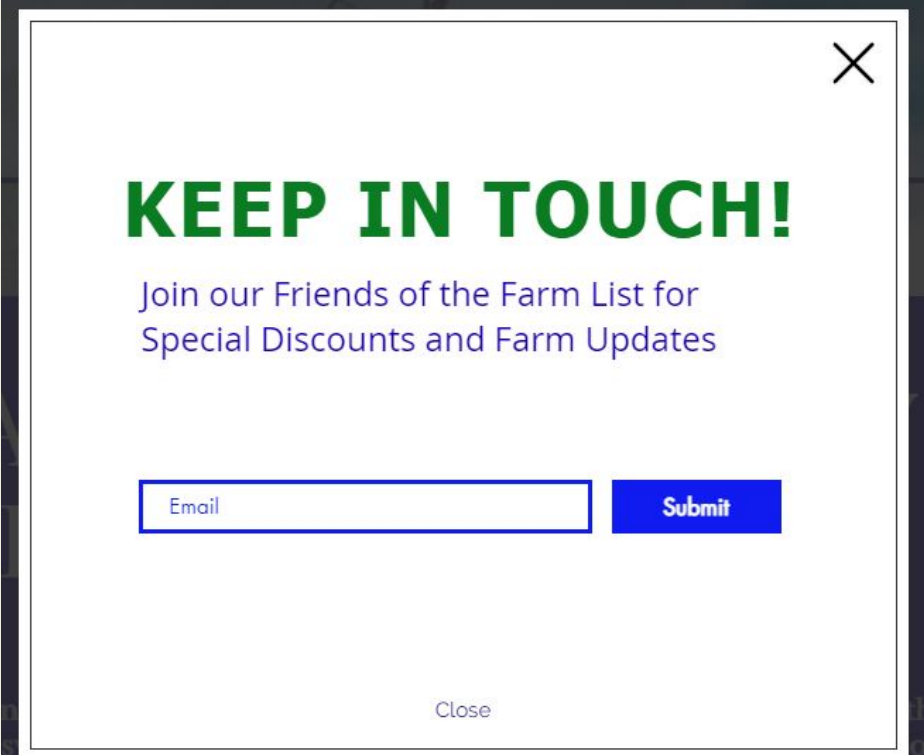
Reaching Consumers

- Business and Marketing Plan
- Then Facebook
- It *can* be easy



Reaching Consumers

- Direct Marketing
- Community Marketing
- Email lists



×

KEEP IN TOUCH!

Join our Friends of the Farm List for
Special Discounts and Farm Updates

Email

Submit

Close

Reaching Consumers

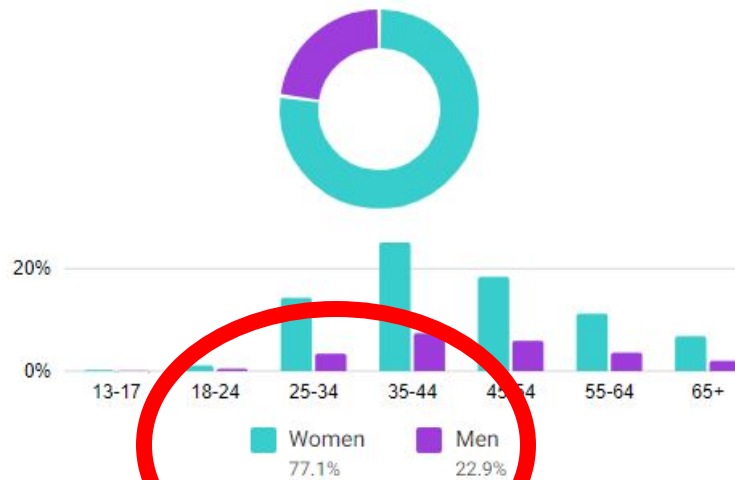
Audience

Export ▼

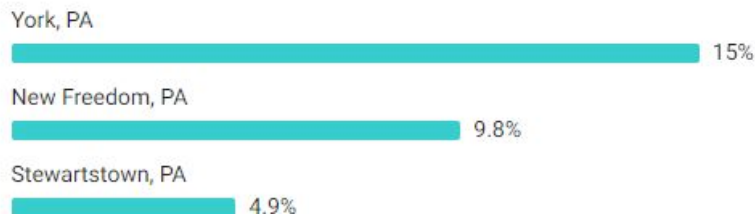
Facebook Page Likes ⓘ

1.2K

Age & Gender ⓘ



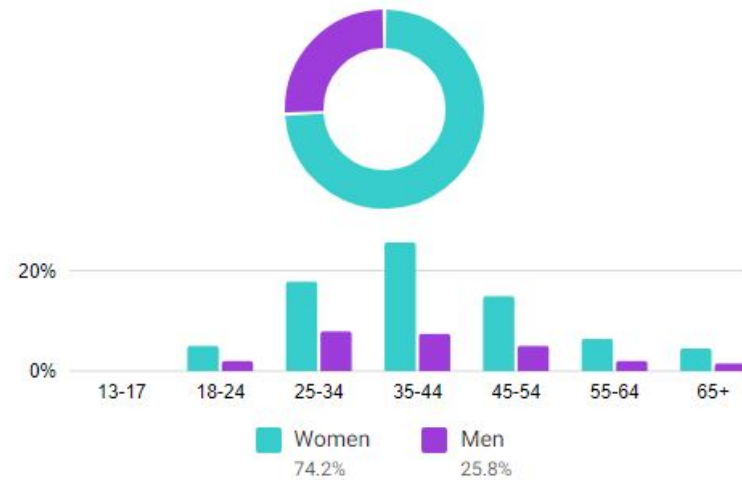
Top Cities



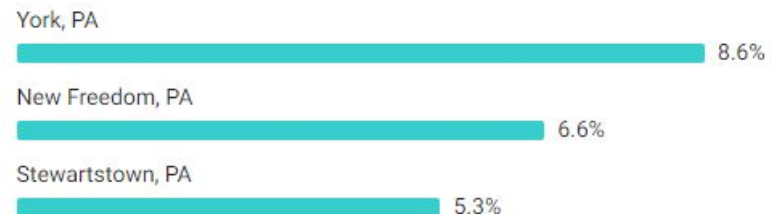
Instagram Followers ⓘ

244

Age & Gender ⓘ



Top Cities



Reaching Consumers



7.4K



4.7K



4.6K



4.5K



3.9K















3.7K



3.5K



Recent Content ↑↓	Content Type	↓ Reach	↑↓ Likes and Reactions	↑↓ Comments
 <p>Friends of the Farm, Thi... Dec 5, 2020</p>		7.4K 	236	9
 <p>Fresh never frozen chick... Jun 10, 2020</p>		4.7K 	22	!
 <p>Raise your hand if you ar... Jun 20, 2020</p>		4.6K 	22	12
 <p>Pick up is at the farm. If ... Nov 22, 2020</p>		4.5K 	23	10

Reaching Consumers

3 Accounts ▾  Jan 6, 2020 – Dec 31, 2020 ▾

Results!

Facebook Page Reach ⓘ

53,755 ↑ 37%



Instagram Reach ⓘ

783 ↑ 95.8%



7,356

People Reached

1,988

Engagements

[Boost Post](#)



104

39 Comments 32 Shares

How to get started

1. Call processors to get slots.
2. Calculate pricing.
3. Work on your product and description.
4. Create Facebook & other web pages.
5. Start sharing, get help from friends.

CONTACT INFORMATION



mnl28@cornell.edu