Livestock Products Marketing in North Carolina
Where are we with these value-adding enterprises?

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Market Development

- Markets Develop.
- Markets Change.
- The Skills needed then change too.
- Maybe Staying in the same-old mind set is a big old bear trap?
Markets Change & Mature

Customer demand and expectations change as the customers change…

Potential Changes in the Meat Market system- Stress of increasing concern about health and environmental issues.

Knowledge is power. - Sir Francis Bacon
<table>
<thead>
<tr>
<th>Period</th>
<th>Farmers</th>
<th>Manufacturers</th>
<th>Wholesalers</th>
<th>Retailers</th>
</tr>
</thead>
<tbody>
<tr>
<td>-1900</td>
<td>Dominant</td>
<td>Minor</td>
<td>Major in few trades</td>
<td>Very minor</td>
</tr>
<tr>
<td>1900</td>
<td>Declining</td>
<td>Dominant</td>
<td>Major in several trades</td>
<td>Minor</td>
</tr>
<tr>
<td>1950</td>
<td>Minor</td>
<td>Dominant</td>
<td>Dominant</td>
<td>Minor</td>
</tr>
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<td>1960</td>
<td>Minor</td>
<td>Dominant</td>
<td>Dominant</td>
<td>Minor</td>
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<td>1970</td>
<td>Minor</td>
<td>Dominant</td>
<td>Dominant</td>
<td>Minor</td>
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<tr>
<td>1980</td>
<td>Very Minor</td>
<td>Declining</td>
<td>Rapidly declining</td>
<td>Dominant</td>
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<tr>
<td>2000</td>
<td>Minor</td>
<td>Declining</td>
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Trends in Markets

1. Early Stage Market (anything goes)…
2. Transition Market… (organizing, certifying, documenting)…
3. Mature Market (labels, efforts & expenses to obtain market position…)
From the Early Stage to the...

... We choose and plan for transition...

✓ Develop a market transition plan
✓ Study and use the economics of supply and demand...
✓ Look at margins
✓ Build partnerships with Associations, Processors, Customers...
We sit and wait…

- Ride the present model…
- Minimize investment (knowledge, assets, …)
- Risk(s) Deny? Ignore? Pass to someone else?
Marketing Meat in North Carolina...

- Doing it right (Slaughter, Processing, Labeling, Handling)
  - www.ncchoices.com
  - Frequently Asked Questions...
  - Meat Marketing Checklist...
HUMANE (HALAL) ON-FARM SLAUGHTER OF SHEEP AND GOATS

**Step 1: Minorize stress when catching animals.**
Avoid sudden moves or noises. Hard animals into small area. Catch gently.

**Step 2:**
Move animal to slaughter quickly, without stress. If small enough, carry with one arm over the horns and other arm tucked between hind legs [Step 2c]. For larger animals, have one person lead animal with hand behind, while another person pushes from the side [Step 2b]. If handler is alone, hold animal's hair with one hand while grasping the dock or tailhead area with the other hand, or carry forelegs to lead the animal [Step 2a]. A choker or nose can be used to move animals safely [Step 2b].

**Step 3:**
For humane reasons, do not squeeze the animal for slaughter. Place the animal on a double roll [Step 3a], or firmly restraint the animal [Step 3b], which is safe and comfortable for both animals and people.

**Step 4:**
A well-trained slaughter bolt with a blade length is absolutely necessary for killing the slaughter lambs [Step 4a]. A bolt with a hand guard is safest. If the handler is alone and the animal is docile, it can be slaughtered by severing the animal's neck to a wall [Step 4b].

**Step 5:**
Slaughter gently but firmly, by holding animal's head back, and in a quick, single cut open across animals' throat just below the parotid, cutting the windpipe, carotid arteries, and veins behind the mandible.

**Step 6:**
Dispose of the off (animal's remains) by composting or other sanitary and legal means. To use the tallow plan composting method [foot], eliminate latex of off with high-volume materials, such as wood chips, sawdust, leaves, soil, or finished compost. This method also protects against waste and odors. For more information on the above, see the following link:

- [Compost Sheep Program](www.sheep.org)
- Empire State Meat (Beef/Chickens)
- Association (www.sheet-meat.com)
- Pennsylvania and Northern Council of Agriculture (www.pennagriculture.com)
- Northeast Sheep and Meat Marketing Program (www.nesheepmarketing.com)

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*The success of a slaughter depends on a well-coordinated plan.*
Customer Wants in the New Market-

- Retailers want to be able to sell “Local”…
- Direct Market - Healthy and Safe
- Processing, value-added convenience…
What are the economics of a structured market model?

- What are the new costs of production and can the market bear those costs?
- What are the ranges of prices/revenues (elasticity) in the new market?
What are the issues that need to be addressed as the market transitions?

- Local slaughter and proper handling of offal;
- Place/ Herd/ Animal ID;
- Health (animal and human)
- …
The 4 P’s of any Market:

1. Product – Everything you are selling
2. Placement- Location
3. Pricing-
4. Promotion- Communication with the customer.
The Emerging Livestock Product Market

- Builds from the basics for any small farm enterprise;
- Multiple marketing issues may require different tactics;
- Food Safety matters and must be addressed;
- Environmental issues matters too;
- Regulations and permits are part of life now;
- Remember to focus on the attributes which appeal to the customer.
Beef short ribs
$2.49 lb.
Reg. $3.49 lb.

Top Sirloin steak
$7.99 lb.
What is your homework?

- Customer Demographics- KNOW your customer;
- The direction the market is going (You can create a new buzz);
- Manage where the production side is going…
- The values and goals of the farm business itself are part of what you offer.
Resources

- http://www.attra.org
  - http://www.wholefoods.issues.animalwelfare.index.htm
- http://www.ncchoices.com
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