

# FARMER MEAT COOPERATIVE & BRAND

## Concept Summary

Assemble a group of farmers that are interested in forming a cooperative business "an autonomous association of persons united voluntarily to meet their common economic, social, and cultural needs and aspirations through a jointly-owned and democratically-controlled enterprise". The cooperative would raise animals to a set of standards that would create a high end utility product (such as a "better" ground beef or pork sausage) sold under one brand with a specific set of marketing claims. Those marketing claims could be: locally raised, never ever, grass fed, pasture raised / no confinement, breed, USDA Organic, Animal Welfare Approved, Certified Naturally Grown or other. This concept leverages resources that already exist (farmers, livestock) and could look to the WVU extension's calf program as a template for creating a standard across farms. The region's cull cows could be the platform for a branded ground beef. Jobs are created in this concept as processor volume increases, farmers increase staff, and the marketing/sales/logistics staff within the cooperative itself.

## Business Components

- Farmer Cooperative to raise livestock to a set of standards
- Processor to comply with standards
- Brand development to determine market and corresponding standards
- Marketing & sales team
- Logistics to bring product to market

## Target Customer:

- Local retail buyers seeking product to meet their marketing criteria
- National retail buyers seeking product to meet their marketing criteria

## Assets / Resources:

- The cooperative brand
- Farmers and their livestock
- Sales & marketing director
- Cooperating processor(s)
- Storage and transportation

## Regional Relationships:

- WVU extension
- Farmers
- Buyers
- Processors

## Precedents:

- Adirondack Grazer's Cooperative
- NC Natural Hog Growers Association
- Wisconsin Grass Fed Beef Co-op

# STANDARD PROCESSOR: SLAUGHTER FACILITY & CUTTING FLOOR

## Concept Summary

Build a slaughter facility in the region. This processor would serve an existing demand for meat processing in the region, provide opportunities for an increased number of small farmer/producers, as well as support processing capacity from growers outside of the region in need of processing. As a standard processor, this facility would provide live animal handling, kill, and cut/package services for both individual farmers and cooperatives and meat businesses that buy from them. This facility could be state inspected for custom-butchered and end-use whole animal sales, or USDA inspected for meat businesses selling retail products in and out of state. A start-up processor could be built to serve the needs of farmers with specific marketing claims, such as USDA Organic, or Animal Welfare Approved. Jobs are created in this concept within the slaughter facility for local skilled butchers, training for new butchers, administrative positions within the facility, as well as increased regional farming staff. This concept could be made to serve concept #1, a farmer cooperative.

## Business Components:

- Build operational slaughter facility
- Inspection manager and proper inspections for sales outlet
- Livestock hauling
- Product storage
- Administrative tasks including marketing & outreach, scheduling, orders, data/records, and customer management & billing

## Target Customer:

- Existing small regional livestock growers
- Neighboring small regional livestock growers
- Meat businesses who buy direct from farmers.

## Assets / Resources:

- Facility building and grounds
- Farmers and their livestock
- Livestock hauling
- Skilled butchers
- Storage and transportation

## Regional Relationships:

- WV Department of Agriculture
- USDA meat inspectors
- Farmers
- Processors

## Precedents:

- Willis Meat Processing
- Alleghany Meats
- K&L Processing
- Old Line Custom Meat Company

# VALUE ADDED PROCESSOR WITH IMPROVED VALUE ADDED

## Concept Summary

Create a value-added processor with services that are not existing in the area. This facility would receive raw product that changes form onsite via further processing. This processor would serve an existing demand for meat processing in the region, provide additional product opportunities for local farmer/producers, and create new local products and therefore marketing opportunities. Improved value-added products would be manufactured using smoking, cooking, dry aging, fermenting, curing, slicing, and packaging of high end or novelty products not currently produced locally. The business could be a custom model as a service to farmers/processors or serve the end consumer by feeding into one of the following business concepts. Jobs are created in this concept within the processing facility for local skilled butchers, training for new butchers, cooks, administrative, marketing, sales, and distribution staff.

- Business Components:**
- Build processing facility
  - Inspection manager and proper inspections for farmer and sales needs
  - Cold transportation of raw product
  - Product storage & sales
  - Administrative tasks including scheduling, orders, data/records, and customer management & billing
- Target Customer:**
- Local retail buyers seeking product to meet their marketing criteria
  - Local customers seeking specific products
  - Regional producers seeking value-added meat processing
- Assets / Resources:**
- Processing facility
  - Storage and transportation
  - Skilled butchers and training
  - Retail outlets
- Regional Relationships:**
- WV Department of Agriculture and USDA
  - AWA, USDA Organic, or other inspectors
  - Farmers
  - Buyers
  - Processors
- Precedents:**
- Alleghany Meats
  - The Piggery
  - Hampton Meats
  - Primal Supply Meats

# NATIONAL E-COMMERCE COMPANY, RETAIL DTC

## Concept Summary

Create a nationally marketed e-commerce business that buys locally raised meats and sells them via mail order fulfillment. The Direct-to-Consumer marketing model is a nationally successful trend in the current economy. This model would buy from farmers who raise animals to a set of standards that would create a product line to meet the needs of consumers sold under one brand with a specific set of marketing claims (ex: Appalachian raised and/or 100% grassfed or pasture-raised). This concept leverages resources that already exist (farmers, livestock) while presenting opportunity for growth. It would involve significant financing, infrastructure, and human resources to set up the incoming product to outgoing box packing line and marketing structure. Website development, ordering software, web marketing, cold storage, packing labor, postage and delivery, and other logistics would need to be addressed. Jobs are created in this concept within the e-commerce business for admin/marketing/customer service/packing/logistics staff, as well as via increased volume for local farmers by buying from and supporting local farms.

## Business Components:

- Contracts with growers to raise livestock to a set of standards
- Processor to comply with standards
- Brand development to assess market
- Infrastructure for cold storage and packing for delivery
- Facility for storage, fulfillment, and shipping
- Marketing, sales, logistics, packing, and management staff

## Target Customer:

- National consumers seeking specialty meat products
- National consumers seeking home delivery of meats

## Assets / Resources:

- National Audience
- Set of brand standards and relationships to Farmers and their livestock
- Website/ordering and fulfillment system
- Potential to connect with #1: Farmer's meat cooperative
- Storage and transportation
- Shipping provider contract

## Regional Relationships:

- Farmers
- Processors
- Postal services

## Precedents:

- White Oak
- US Wellness
- Butcher Box
- Amazon Fresh

# REGIONALLY FOCUSED E-COMMERCE COMPANY, RETAIL DTC

## Concept Summary

Create a regional e-commerce business that buys locally raised meats and sells them locally via Direct-to-Consumer marketing with a focus on subscription sales. This model would buy from farmers who raise animals to a set of standards that would create a product line to meet the needs of consumers sold under one brand with a specific set of marketing claims (ex: Appalachian raised and/or 100% grassfed or pasture-raised). Sales of these products would occur online through subscription service of certain products or pay-as-you-go orders. This concept leverages resources that already exist (farmers, livestock) and adds value by assembling these products in a web store that makes it convenient for local customers to order and pick up or receive delivery of their orders on a weekly or monthly basis. It would involve tapping into the local customer base of consumers seeking "better" and/or more locally raised meat products. Jobs are created in this concept within the e-commerce business for admin/marketing/customer service/packing/logistics staff, as well as via increased volume for local farmers by buying from and supporting local farms.

## Business Components:

- Contract with local growers to raise livestock to a set of standards
- Processor to comply with standards
- Brand Development to determine market and scale
- Marketing & Sales team
- Infrastructure for cold storage and packing for delivery  
Facility for storage, fulfillment, and shipping
- Logistics to bring product to dropoff points or home delivery

## Target Customer:

- Local consumers seeking product to meet their quality standards
- Local consumers seeking convenient ordering and delivery of local products

## Assets / Resources:

- Regional Audience
- Set of brand standards and relationships to Farmers and their livestock
- Website/ordering and fulfillment system
- Potential to connect with #1: Farmer's meat cooperative
- Storage and transportation
- Shipping provider contract

## Regional Relationships:

- Farmers
- Buyers
- Processors

## Precedents:

- Primal Supply Meats

# WAREHOUSING & STORAGE

## Concept Summary

A warehouse business for cold storage of meats. This would serve a need in the processing chain between processor and buyer for food safety requirements of holding meats at the regulated temperatures as specified by food safety standards. Scheduling of incoming product as well as logistics including rotation of product and monitoring expiration dates of stored products. Frozen or fresh meat products could feed into this concept via concepts 1 and 2, the farmer's meat cooperative and the standard slaughter/processing facility. This cold storage facility would allow flexibility for farmers within a reasonable time frame to hold their product in inventory. This could exist as a separate business or as an integrated part of the processor services. The product would be stored and shipped as needed, with incoming and outgoing shipping included as an additional service. This concept leverages resources that already exist (farmers, livestock, processors), and allows farmers to process at the best available/least expensive times of the year. Jobs are created in this concept as processor volume increases, farmers increase staff, and the logistics staff within the cold storage warehouse itself.

## Business Components

- Cold Storage warehouse facility
- Logistics services

## Target Customer:

- Local farmers and producers seeking cold storage of their product inventory
- Value-added processing facility (concept #3) needing to store raw materials
- Food business (concept #8, 9) needing to store raw materials

## Assets / Resources:

- Regional demand for service
- Building
- Storage and transportation
- Opportunity to connect with concept #1,3,8,9

## Regional Relationships:

- Farmers
- Processors
- Local shipping companies

## Precedents:

- Winchester Cold Storage
- Kreider Foods
- Preferred Freezer Services

# REGIONALLY FOCUSED WHOLESALE DISTRIBUTOR

## Concept Summary

Create a wholesale distributor business. The regionally focused wholesale distributor would source from regional farmers and purchase product downstream of the processors. Optional market distinction could be fine-tuned by sourcing specifically from farmers raising animals to a set of standards beyond local/regional. Sales would be to regional retail stores, specialty shops, and restaurants willing and wanting to work with locally sourced products. This concept leverages resources that already exist (farmers, livestock, processors), and could work well with concept 1, 2, 3, and/or 6. Would be especially useful with the standard processing facility (concept 2) to move product into the marketplace. Jobs are created in this concept along the supply chain with processors and farmers, and the marketing/sales/logistics staff within the wholesale distributor itself.

## Business Components

- Contracts with growers and/or processors
- Brand development to determine market and corresponding standards
- Cold Storage facility
- Marketing, sales, and logistics team
- Delivery routes, vehicles, and drivers

## Target Customer:

- Local retailers seeking product to meet their marketing criteria
- Local institutions seeking product to meet their local purchasing criteria
- Local restaurants seeking product to meet their quality standards

## Assets / Resources:

- Wholesale distributor brand
- Farmers and their products
- Sales & marketing director
- Cooperating processor(s)
- Logistics and vehicles
- Customer database

## Regional Relationships:

- Farmers
- Buyers
- Processors

## Precedents:

- Capital Meat Company
- Verde Farms
- Black River Meats

# LOCAL MEAT RETAIL CONCEPT RESTAURANT /EATERY /FOOD TRUCK

## Concept Summary

Create a local facility or food preparation business on wheels. This facility would creatively use regionally grown meat utility products such as ground beef or sausage to make a variety of cooked and ready to eat items for direct to consumer sales. This processor would provide additional product opportunities for local farmer/producers, and potentially add value to the low-end raw product by cooking, preparation, and sales to a receptive local audience. New local marketing opportunities could be developed to target existing demand for cooked and ready to eat food such as baseball and football stadiums. The business could collaborate well with concepts #1, 2, and 3, allowing farmers and processors to move quantities of raw product that otherwise would not have an immediate sales outlet. Opportunities exist for this concept with food service contract concessions where retail space is rented within a larger institution (for example the Joan C. Edwards stadium, Ona Speedway, Big Sandy Superstore Arena, food services at university events, prepared food truck for a variety of local events). Jobs are created in this concept within the processing facility for local skilled cooks, chefs, administrative, marketing, sales, maintenance, and delivery staff.

## Business Components

- Creative team to come up with and test food ideas
- Processor to comply with standards
- Brand development to determine market and corresponding standards
- Marketing & sales team
- Logistics to bring product to market

## Target Customer:

- Local customers seeking meals out or ready to eat food items

## Assets / Resources:

- The retail concept brand
- Farmers and their livestock
- Cooperating processor(s)
- Storage and transportation
- Building with eat-in services or transportable food processing capabilities

## Regional Relationships:

- WV Department of Agriculture processed food inspectors
- Farmers
- Processors
- Institutions such as universities
- Event sites, i.e. stadium

## Precedents:

- Appalachia Barbecue
- Avenue Eats
- Chickie & Pete's



# FOOD PRODUCT MARKETING COMPANY

## Concept Summary

Marketing company with specific marketing claims using locally produced livestock. This product line concept would serve a hole in the current marketplace, meeting needs of farmers and food processors to sell specific products with specific sets of marketing claims. This business would build a facility for or contract manufacturing with an existing processor or packer to handle processed and prepared meat products including but not limited to deli meat, meatballs, barbecue, pepperoni rolls, jerky, finished frozen meal product or some component of these and attaching specific claims to them such as 100% grassfed, locally raised, pasture-raised, etc. This business would entail buying the raw product or partially processed ingredient (which could fit together well with concepts #1,2,3), and creating a traceable product line with unique recipes, packaging and marketing claims. Additionally, the sales of these products could be local or in conjunction with a national distributor such as concept #4 to widely distribute end products to a potentially large audience. Jobs are created in this concept within the processing facility for marketing, sales, logistics, and communications staff.

## Business Components:

- Creative team to come up with and test food ideas
- Processor to comply with standards
- Brand development to determine market and corresponding standards
- Marketing & sales team
- Logistics to bring product to market

## Target Customer:

- National customers seeking specialty food items
- National customers seeking comfort food items with specific production or quality claims

## Assets / Resources:

- Recipes, brand and packaging
- Distributor relationships
- Regional Farmers and their products
- Cooperating processor(s)
- Storage and transportation logistics management

## Regional Relationships:

- WV Department of Agriculture processed food inspectors
- Farmers
- Processors
- Concepts #1, 2, 3, 4

## Precedents:

- Beetnik Foods
- Kol Foods
- Trader Joe's house brand no nitrates bacon
- Casa di Bertacchi grassfed meatballs