



CRFS LIVESTOCK WORKGROUP GOAL

The CRFS Livestock Work Group will conduct and coordinate research, education, and outreach to identify and address local and regional challenges confronting the value chain for differentiated livestock food and fiber products in Michigan. In these efforts, we will **collaborate** with members across the value chain.



CRFS LIVESTOCK WORK GROUP

Jude Barry* – CRFS

Dan Buskirk – Animal Science

Richard Ehrhardt – Animal Science

Craig Harris – Sociology

Becky Henne – MSU Extension

Darrin Karcher – Animal Science

Kim Cassida – Plant, Soil & Microb. Sci.

Rich Pirog* – CRFS

Matt Raven – CARRS

Brenda Reau – MSU Product Center

Jason Rowntree – Animal Science

Dale Rozeboom – Animal Science

Janice Siegford – Animal Science

Jeannine Schwehofer – Extension

Santiago Utsumi – Kellogg Biological Station

Sarah Wells – Animal Science

* coordinators

2013 ACTIVITIES

YEAR 2:

- February & September stakeholder meeting
- Publication developed (CRFS website)
- Vision for the workgroup developed (see publication)
- Webinar – Grass Run Farms
- AFRI proposal 1 (- \$500K request – submitted 5-22-13)
- AFRI proposal 2 (Rowntree/ Quane) - \$500K request – submitted 5-22-13
- MDARD meat processing survey
- MDARD Growth Initiative proposal (up to \$150K)
- December 5 webinar

Research in Support of a Stronger Local Meat Sector

Presented by Jan Joannides,
Endowed Chair in Agricultural Systems
Minnesota Institute for Sustainable Agriculture,
University of Minnesota



College of Food, Agricultural
and Natural Resource Sciences
UNIVERSITY OF MINNESOTA



MINNESOTA INSTITUTE FOR SUSTAINABLE AGRICULTURE
A PARTNERSHIP OF THE SUSTAINERS' COALITION AND THE UNIVERSITY OF MINNESOTA

Background

- Growing Interest in Food Systems
- Rumblings among Stakeholders
- MISA's Endowed Chair in Agricultural Systems Opportunity
- Sustainable Farming Associations Farmers' Market Promotion Program Grant

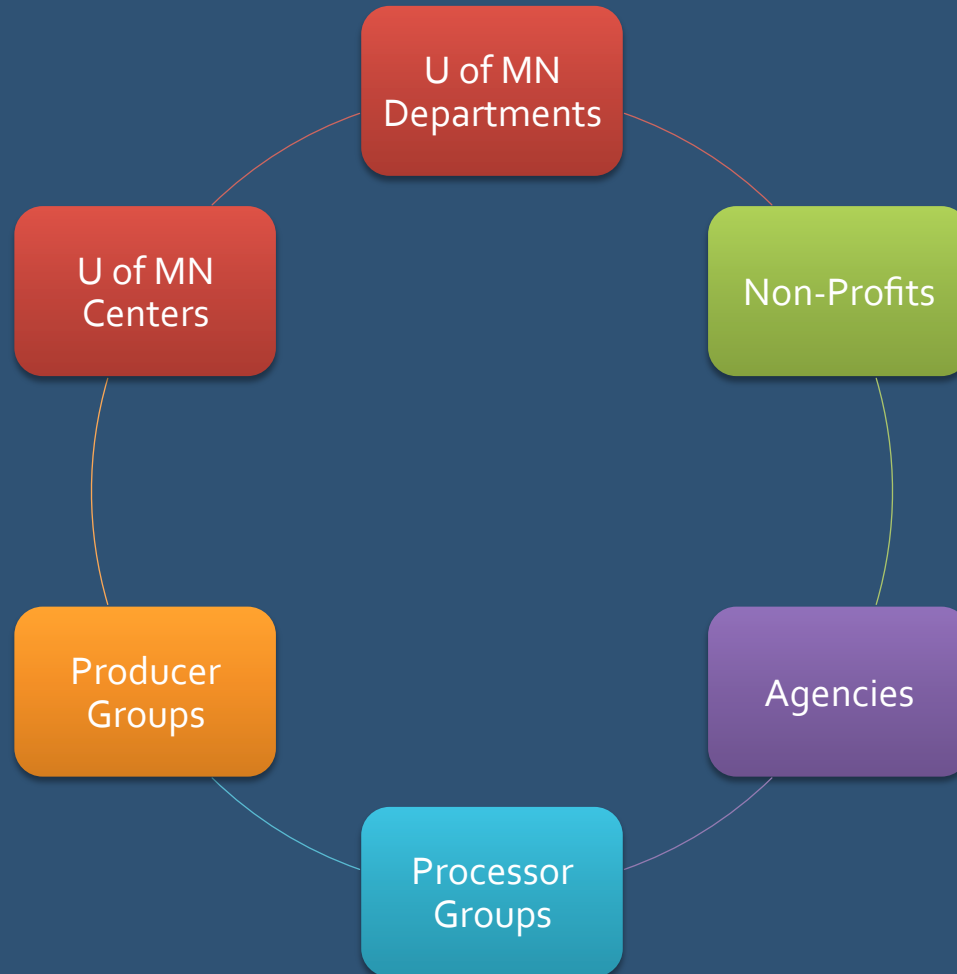
The Goal

To ensure that local meat and poultry producers and processors grow and thrive in the coming years.

Process

- Convened stakeholder group
- Have group Identify issues/opportunities
- Prioritize and develop work plans

Advisory Group



Areas of Interest

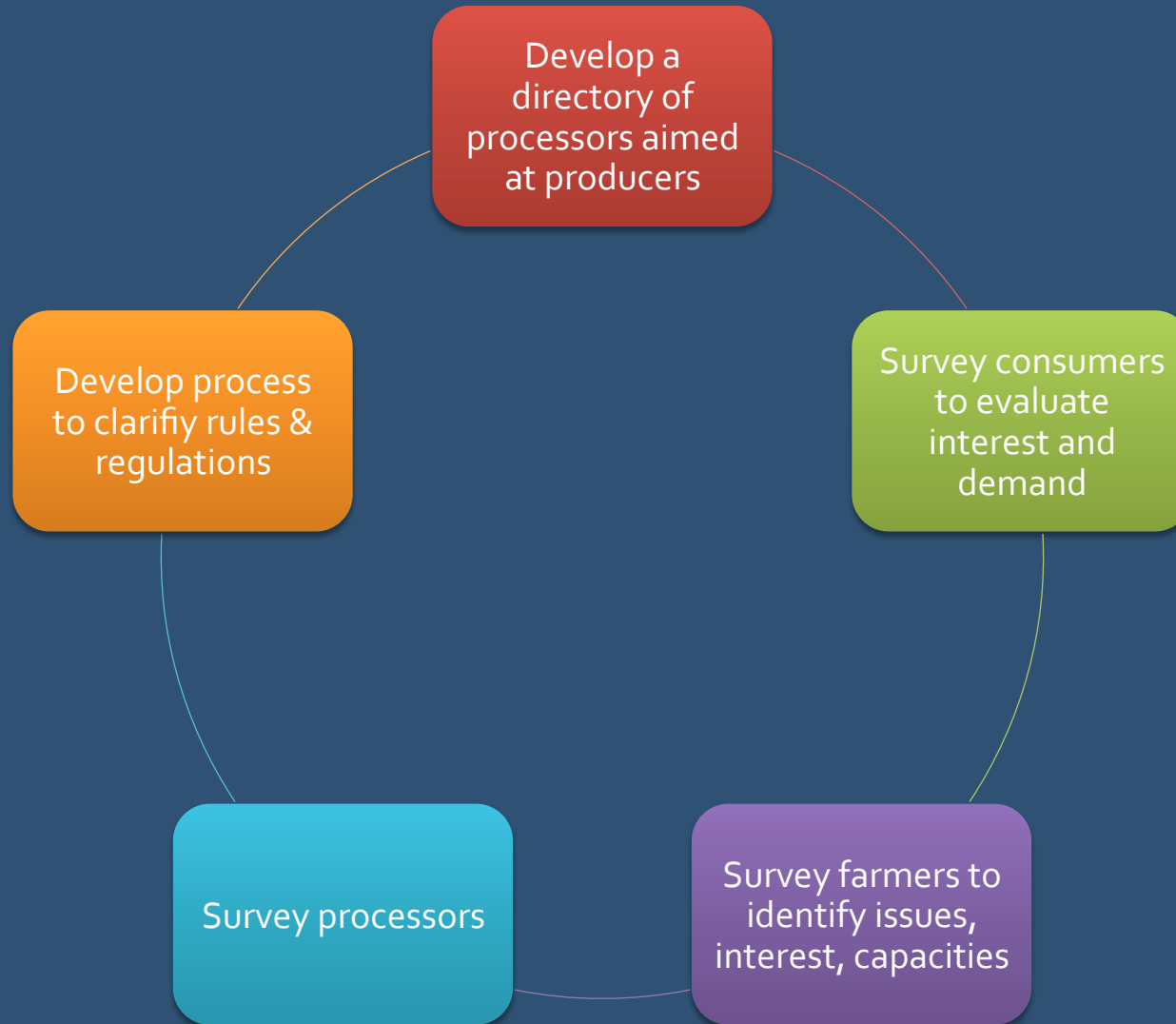
Farmer/Producers

Processors

Regulatory

Economic (markets & impacts)

Priority Projects



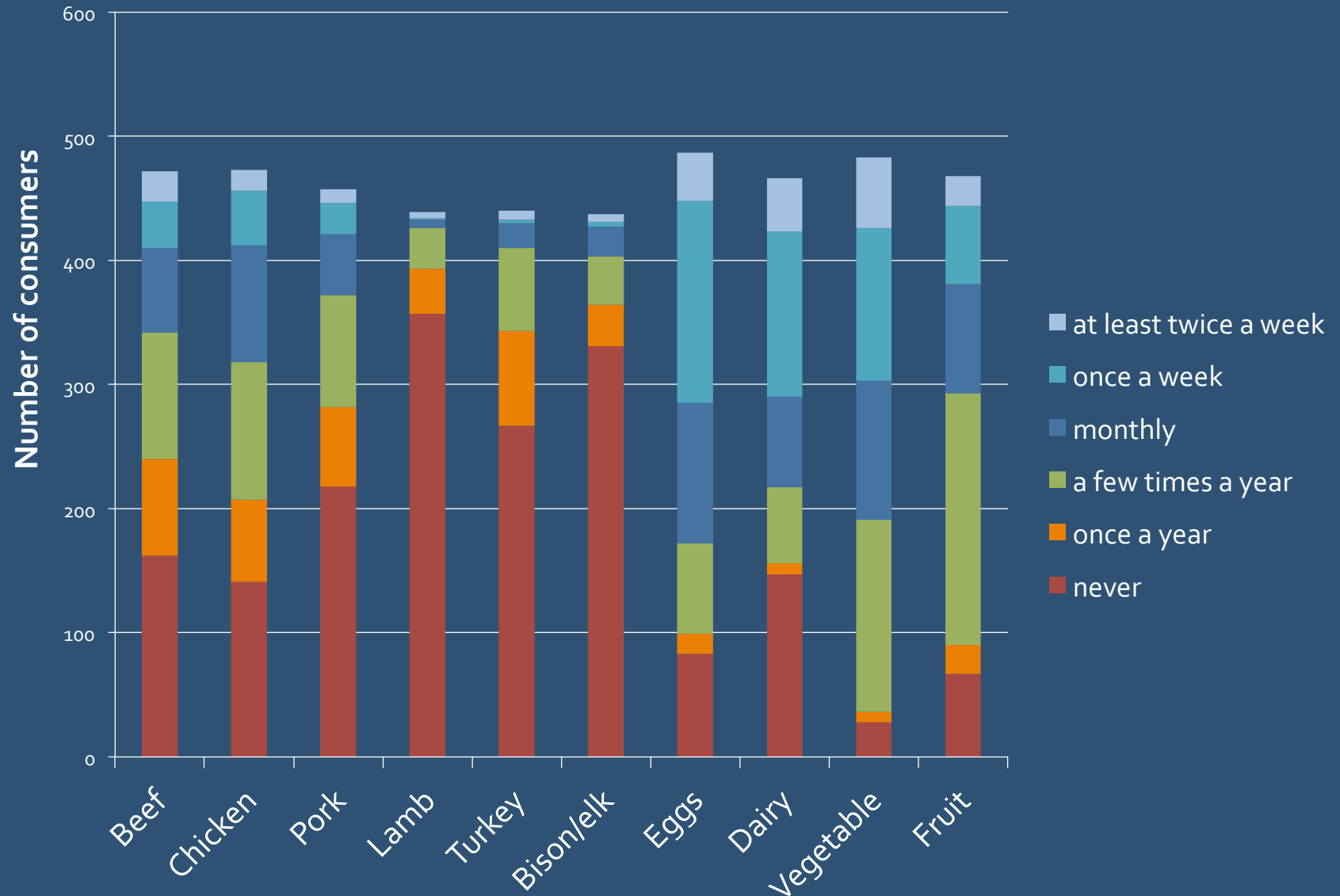


Consumer Survey

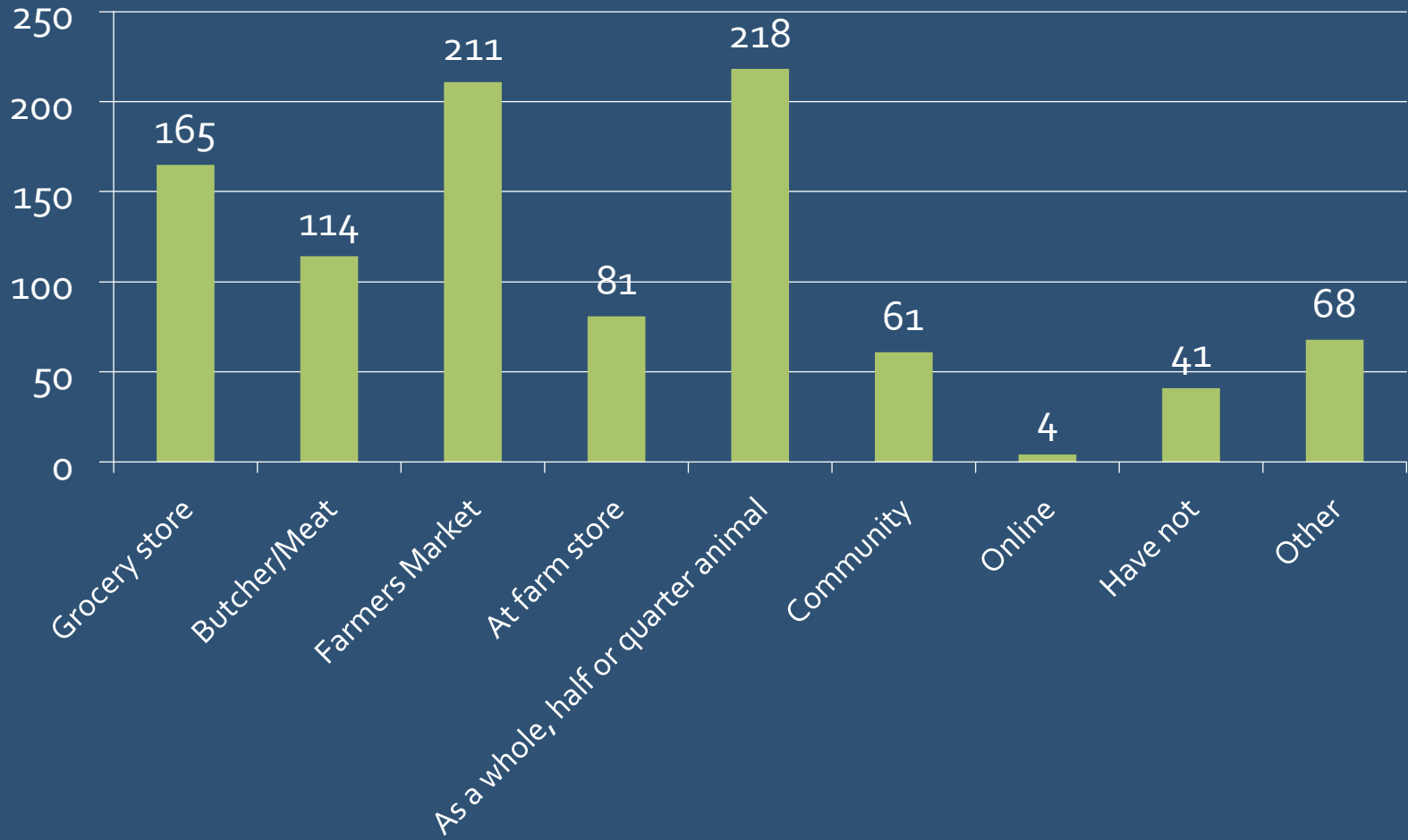
Consumer Survey (Spring 2012)

- Developed online survey
- Launched survey and invited participation in northern Minnesota through networks and media
- Received 519 completed surveys

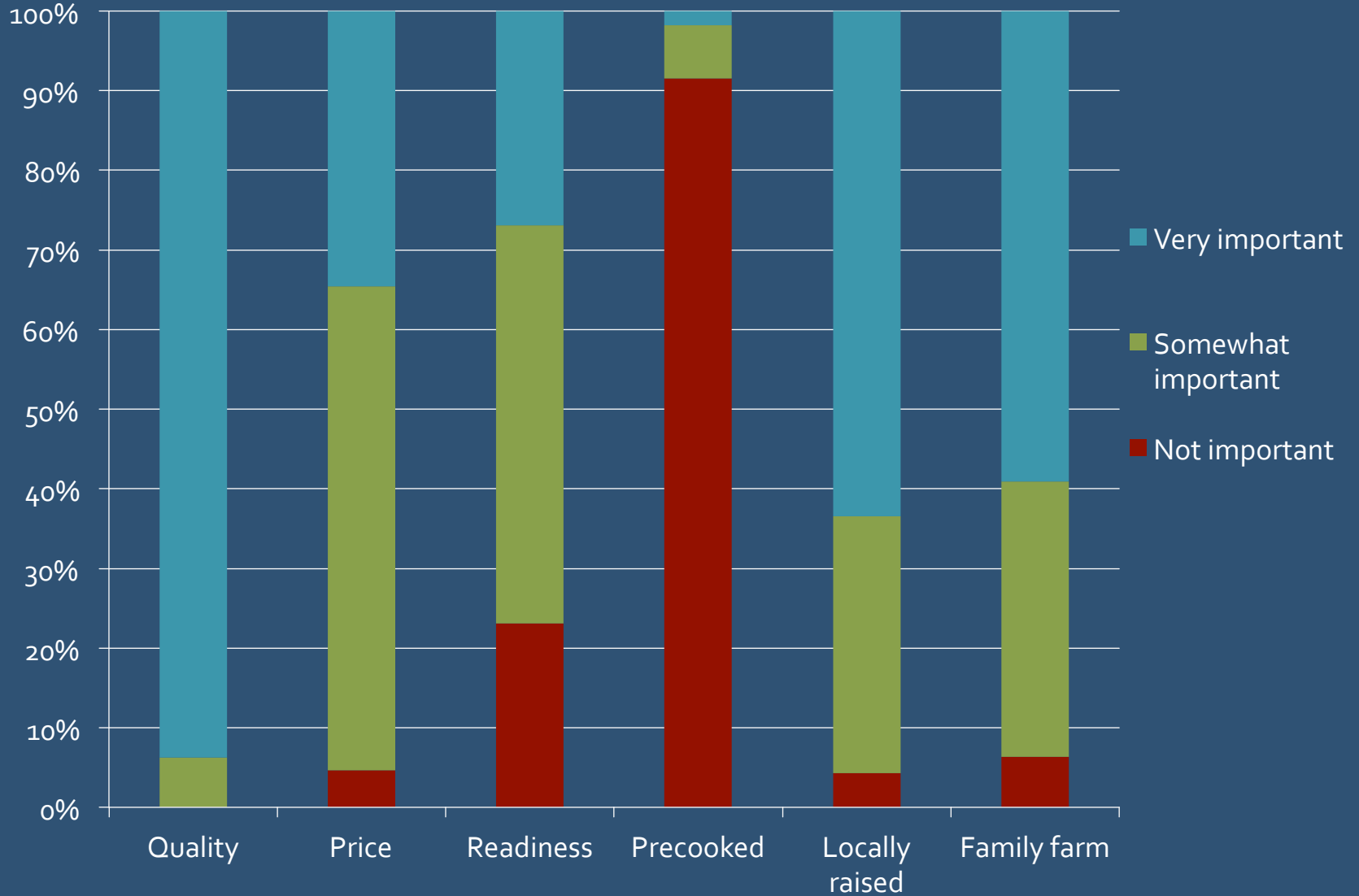
Frequency of Locally-grown food purchase



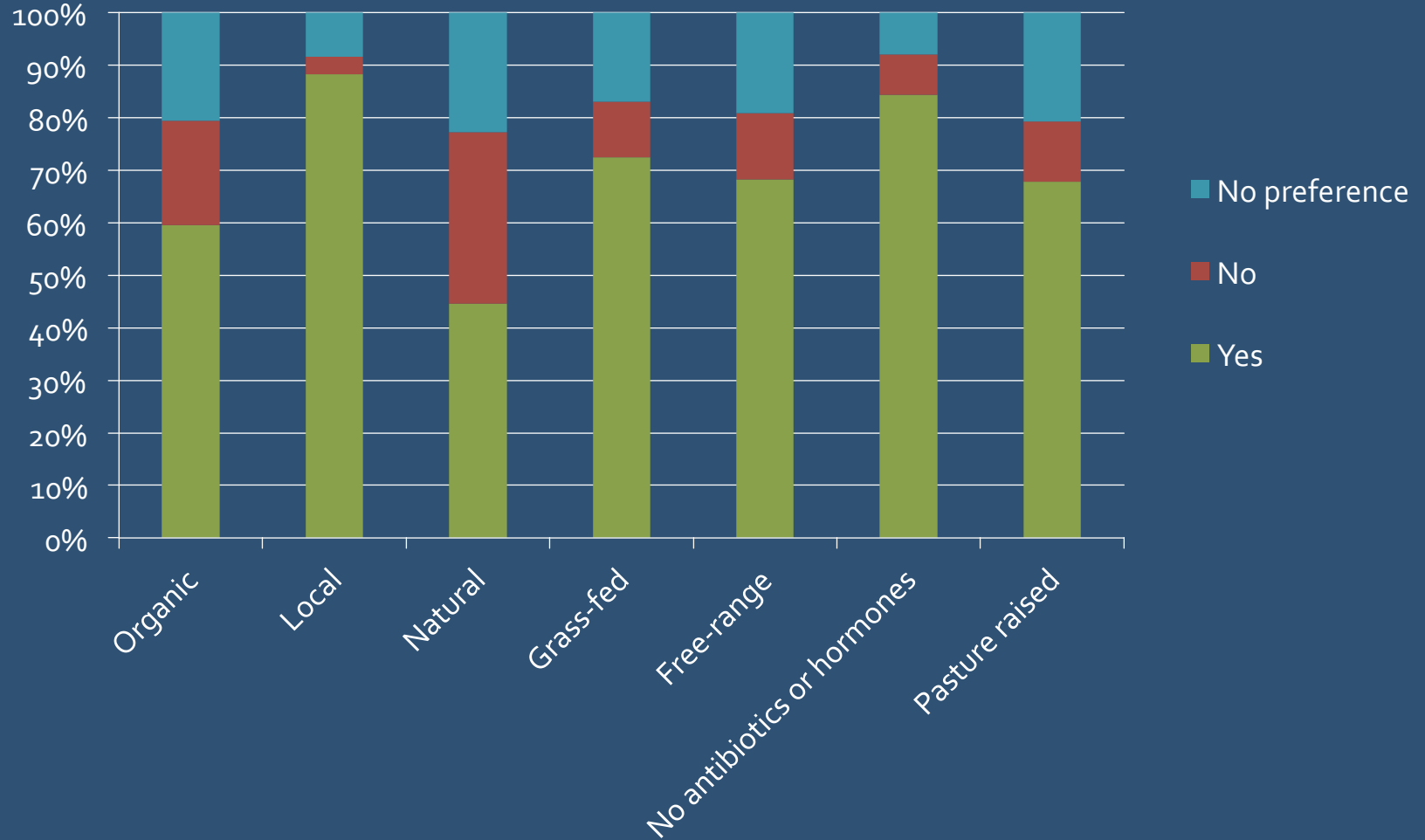
Where do consumers purchase locally raised meat/poultry



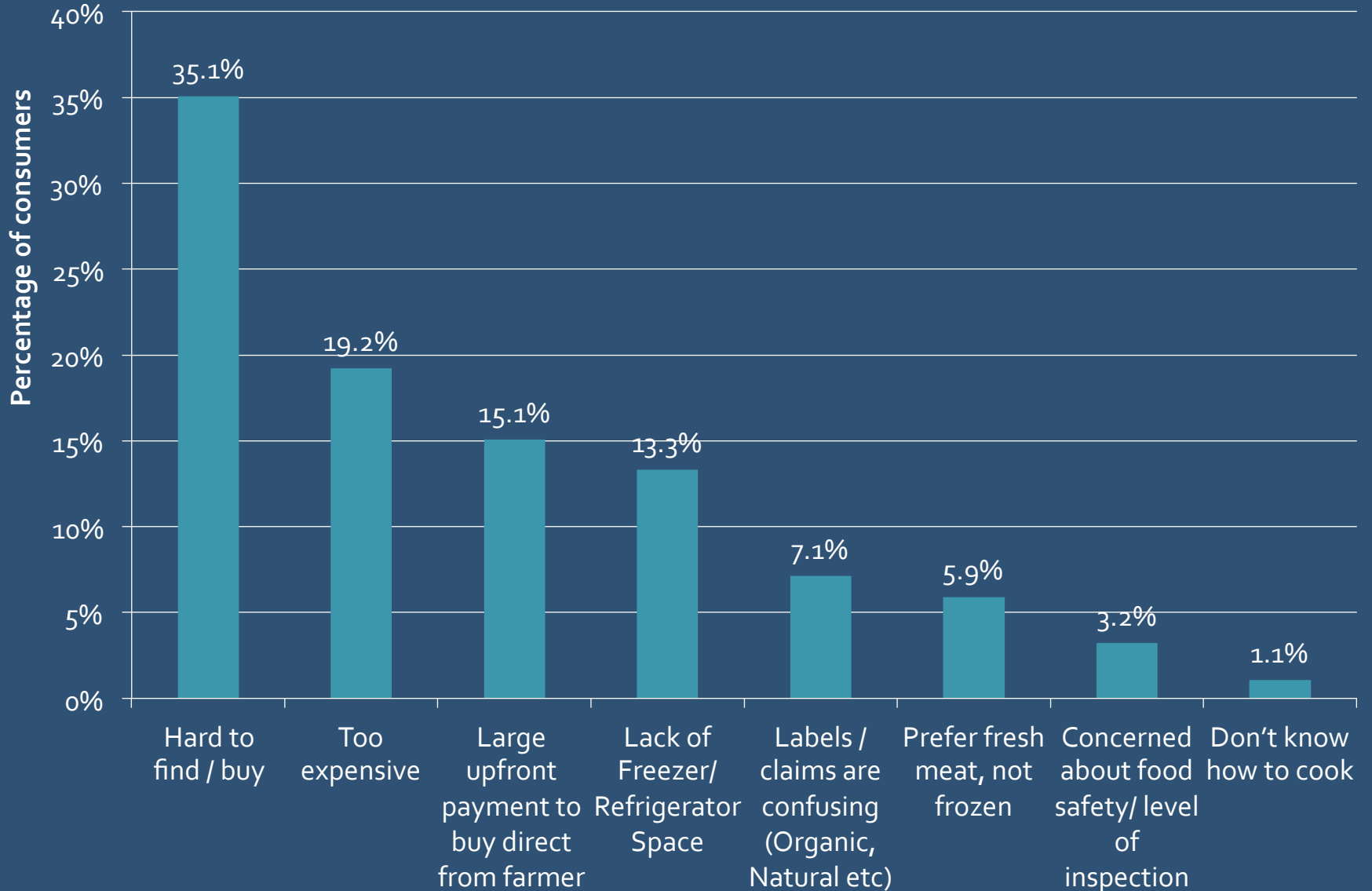
Factors that affect meat purchases



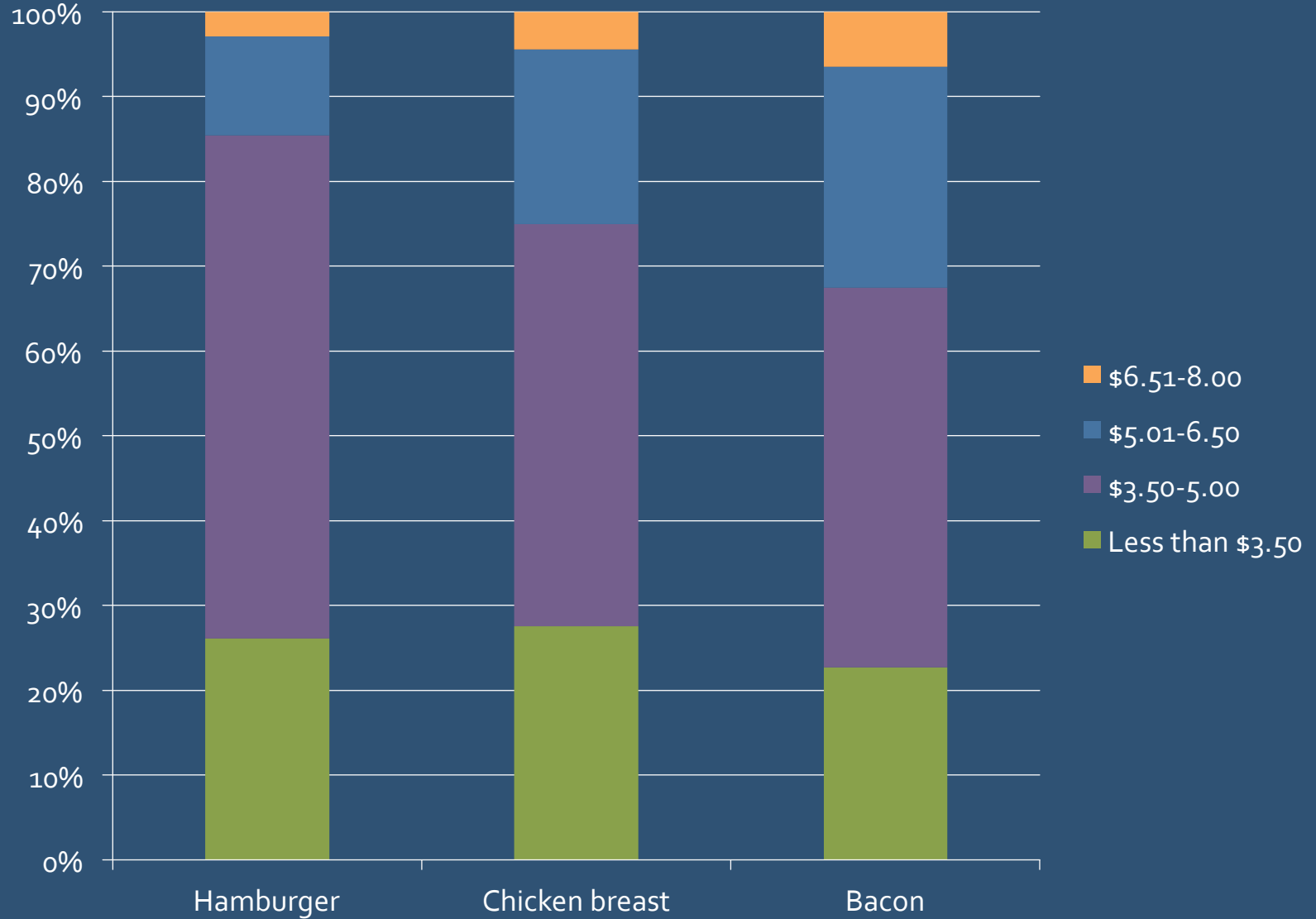
Importance of Labels



Barriers to purchasing local meat



Willingness to pay per pound



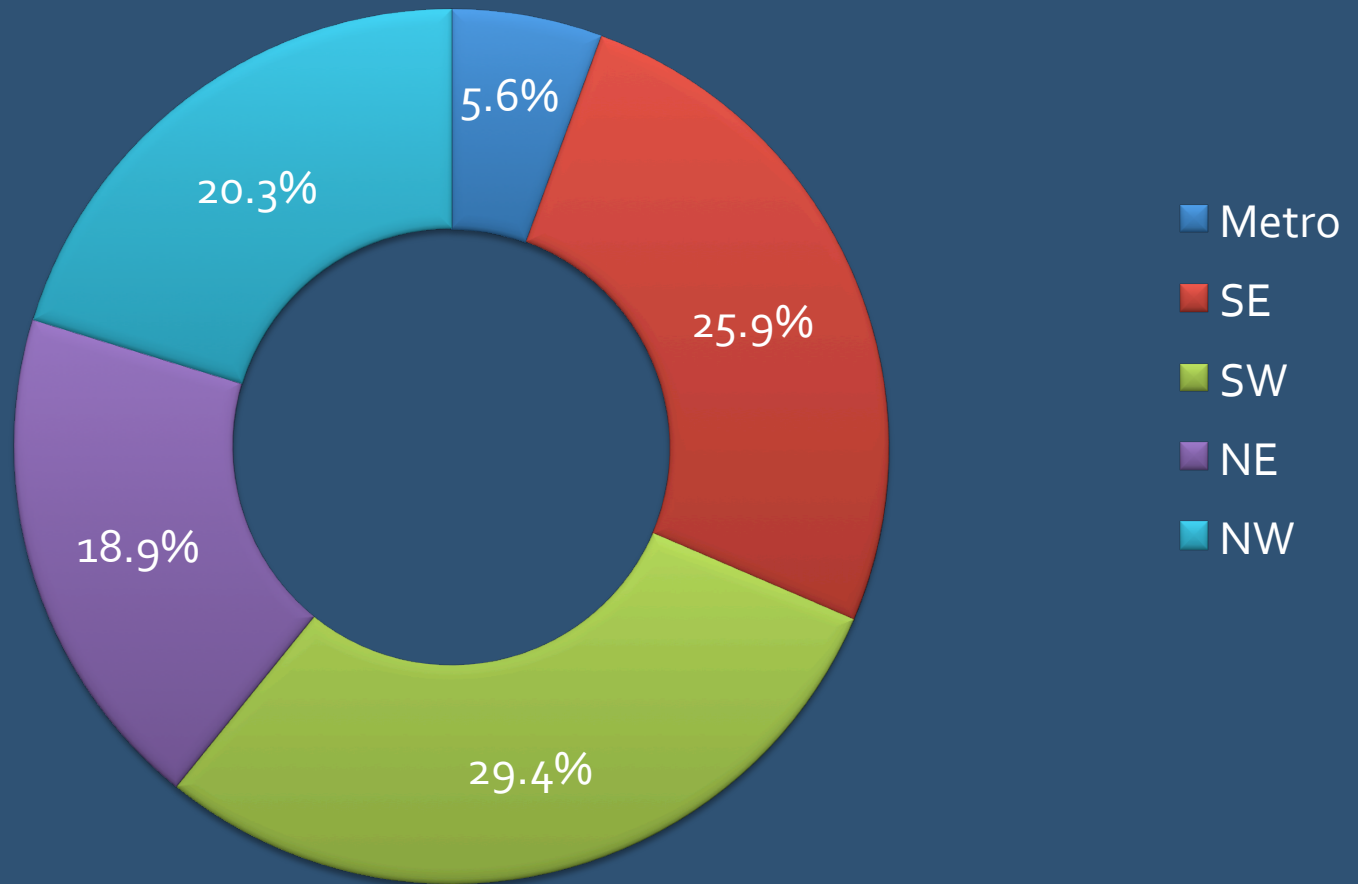
Producer Survey



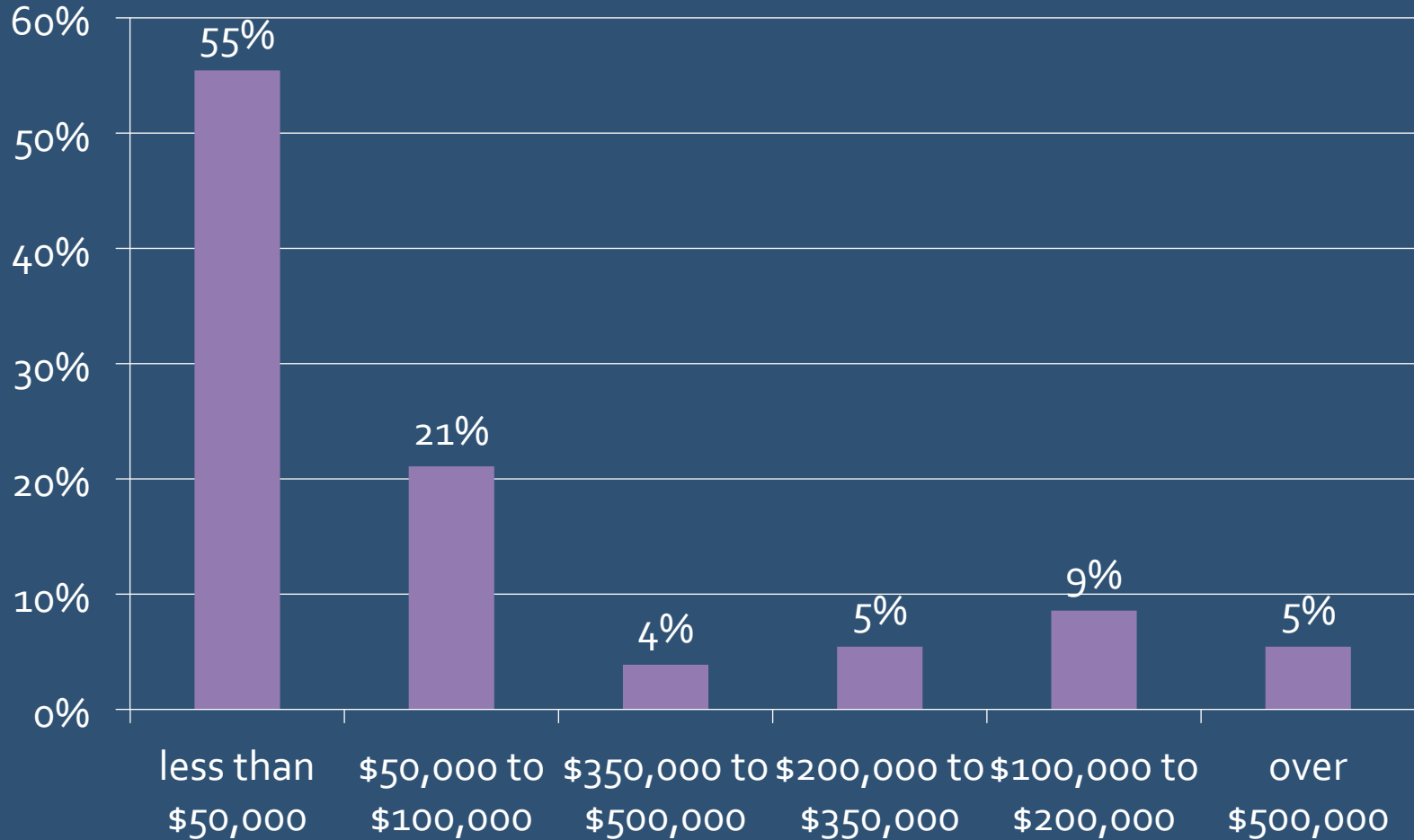
Producer Survey

- Developed survey instrument (both online and paper)
- Identified direct market meat and poultry producers
- Received 142 surveys (out of 322 contacts)

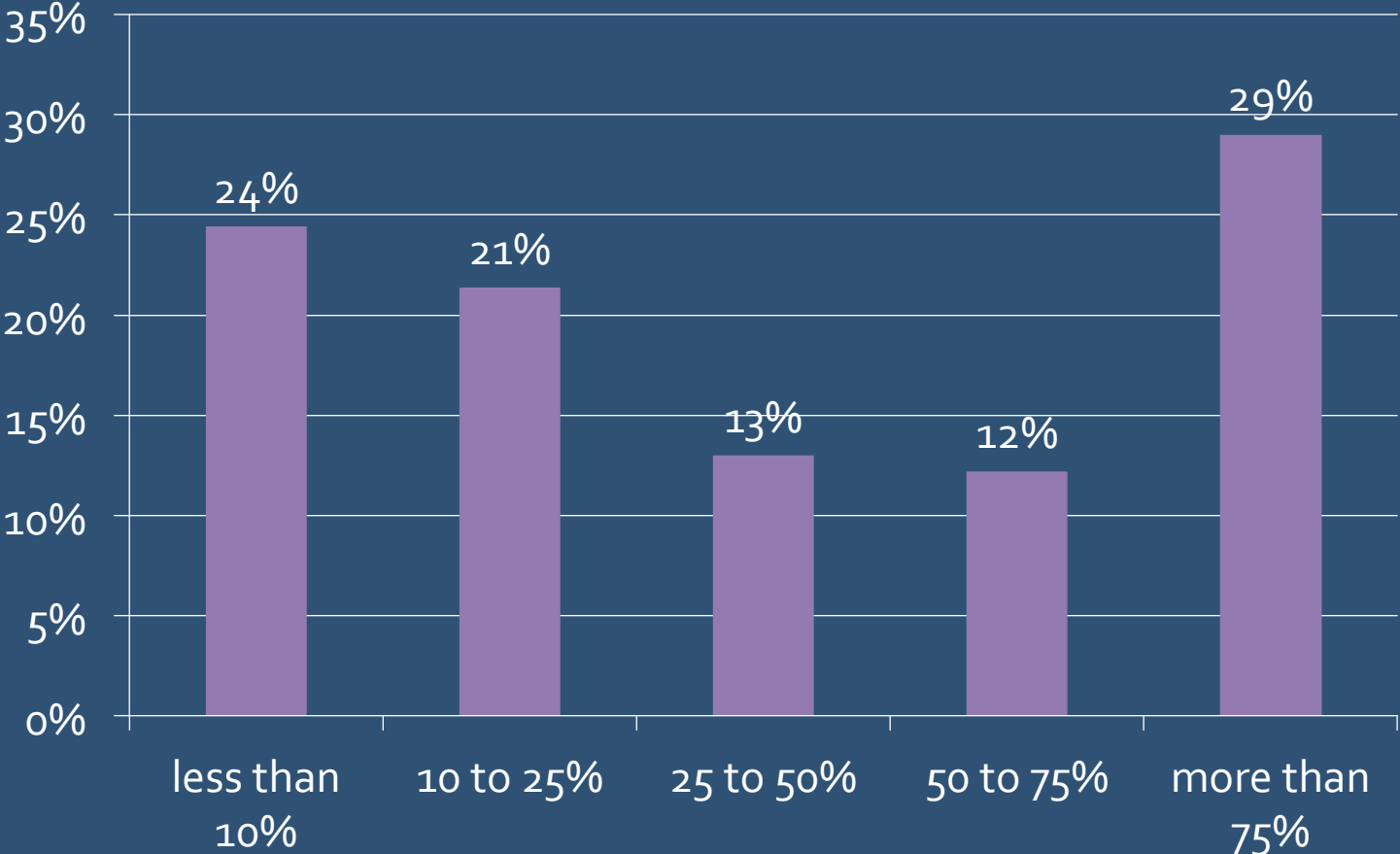
Distribution of Respondents



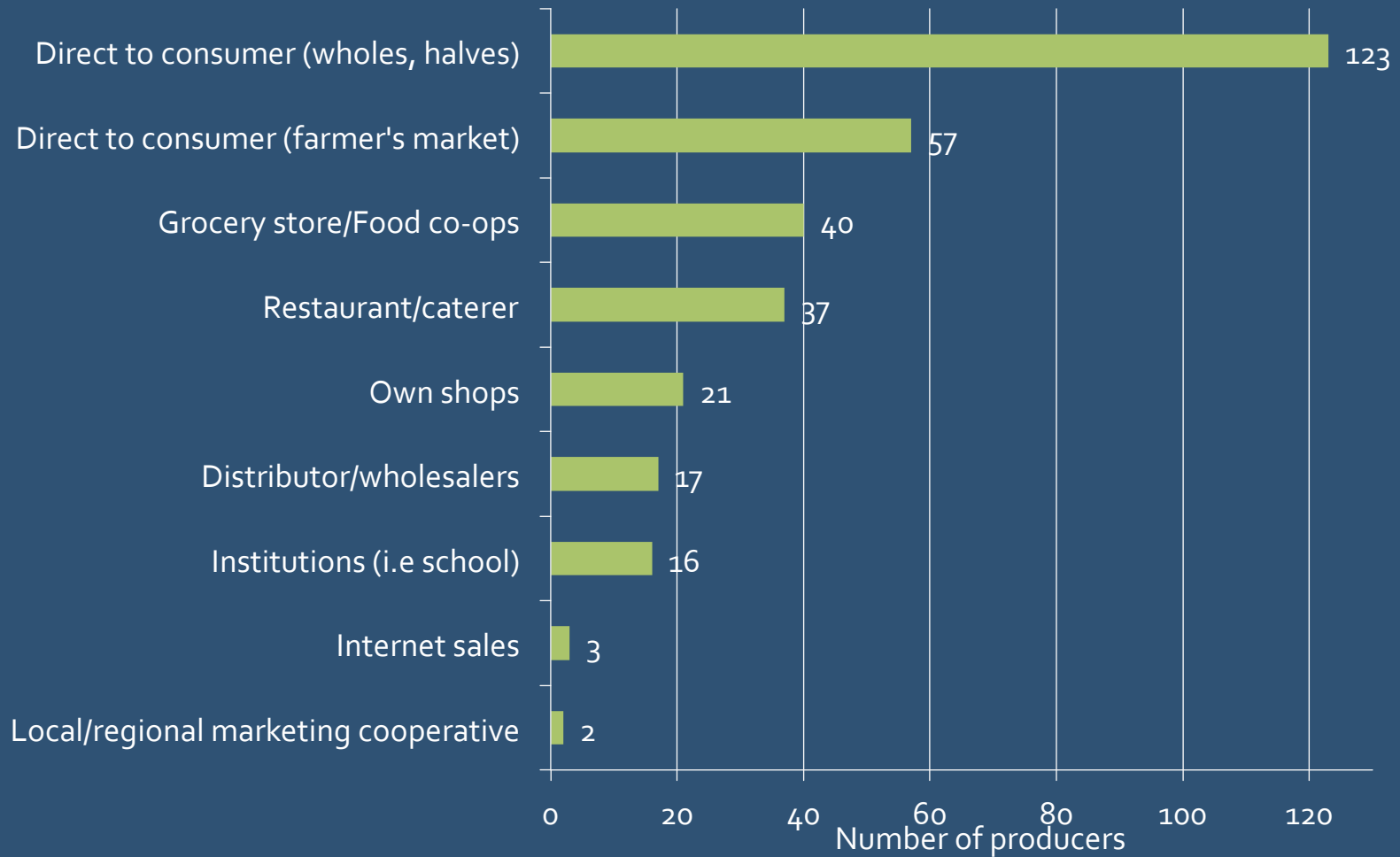
Annual Gross Farm Income



Percentage Gross Farm Income from Animal Sales



Intended Buyers of Meat



Number of Meat Producers by Type

Cattle – 74

Chickens – 64

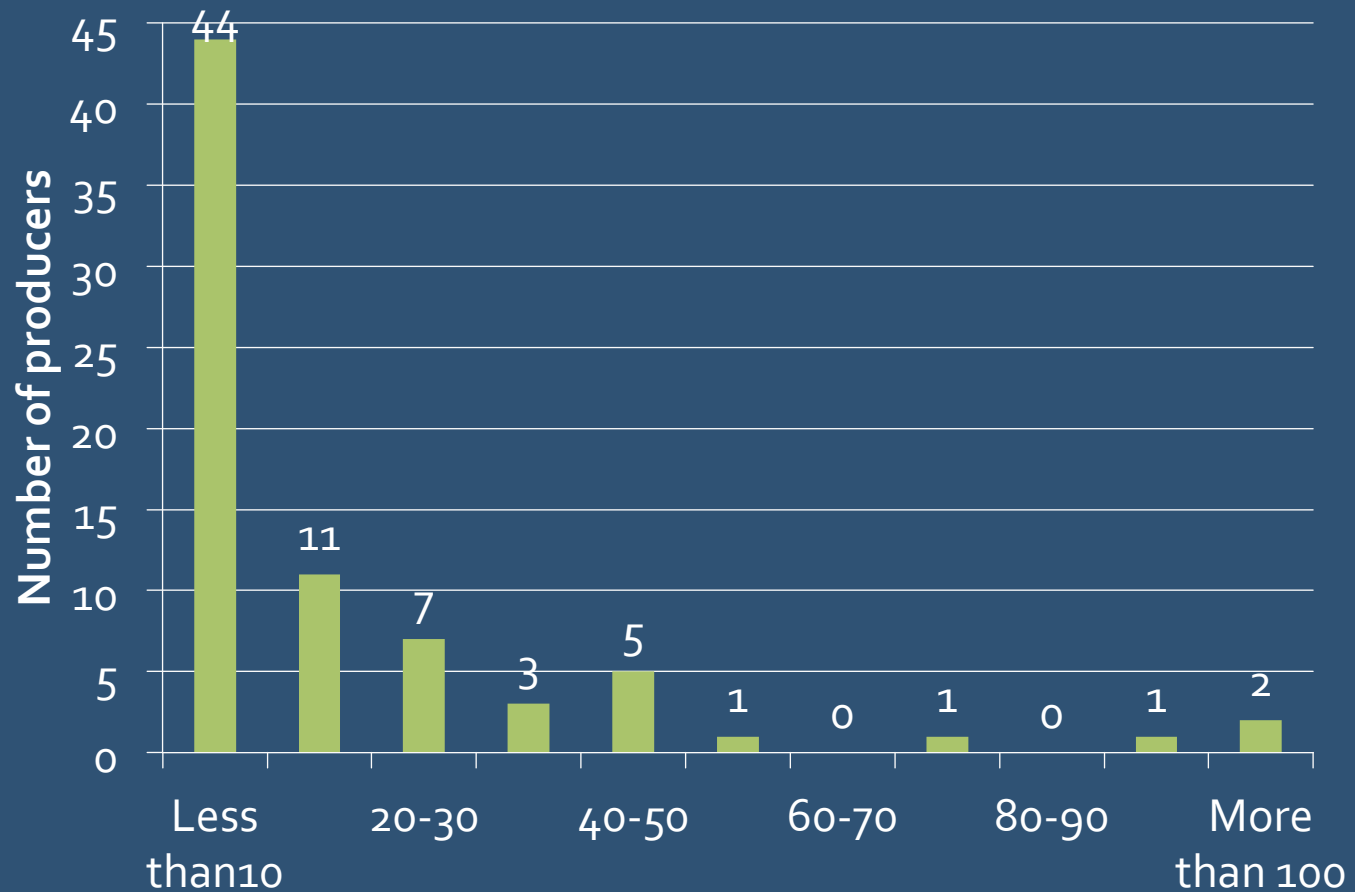
Hogs – 40

Sheep/Lamb – 33

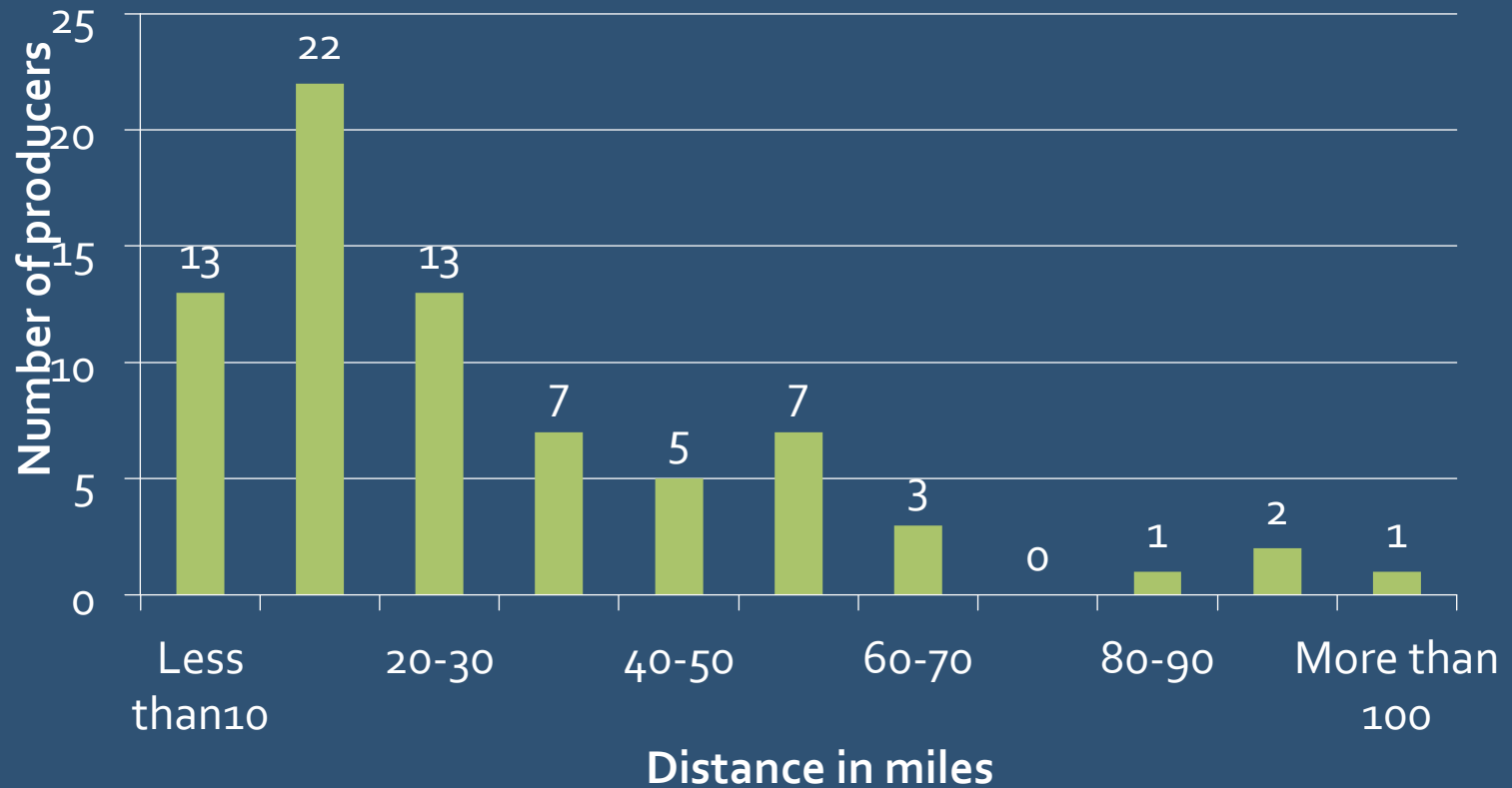
Turkeys/Ducks/Geese – 20

Goats - 15

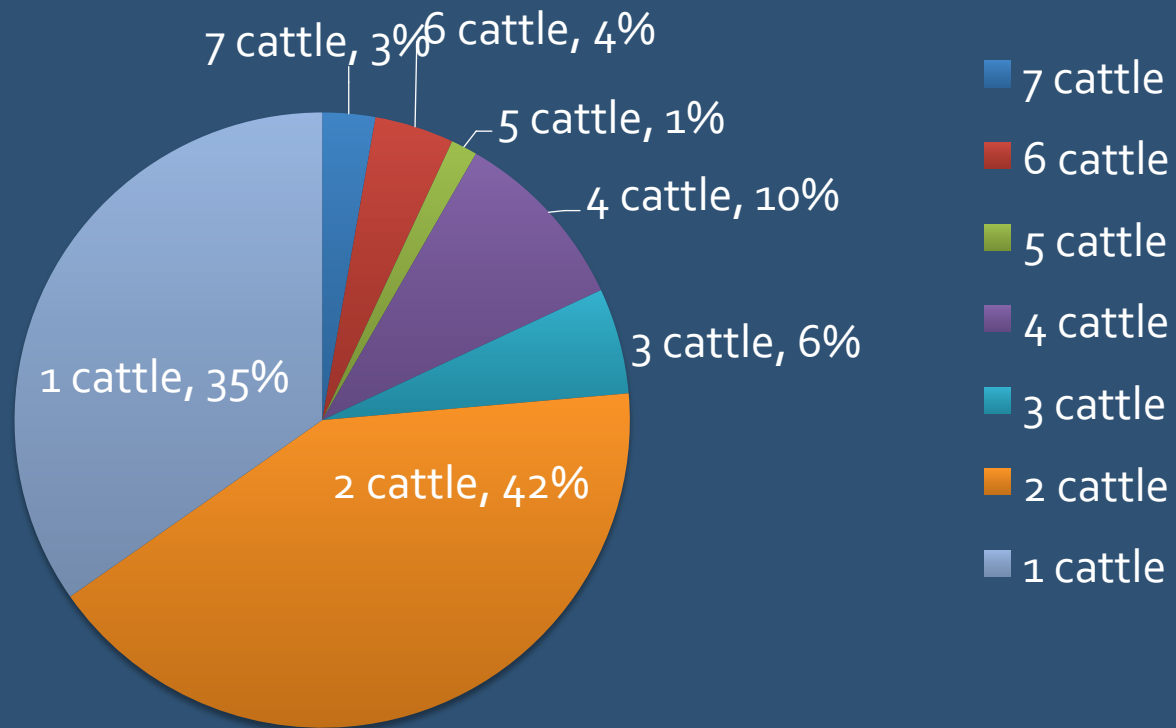
Number of Cattle Processed for Meat Sales in 2010



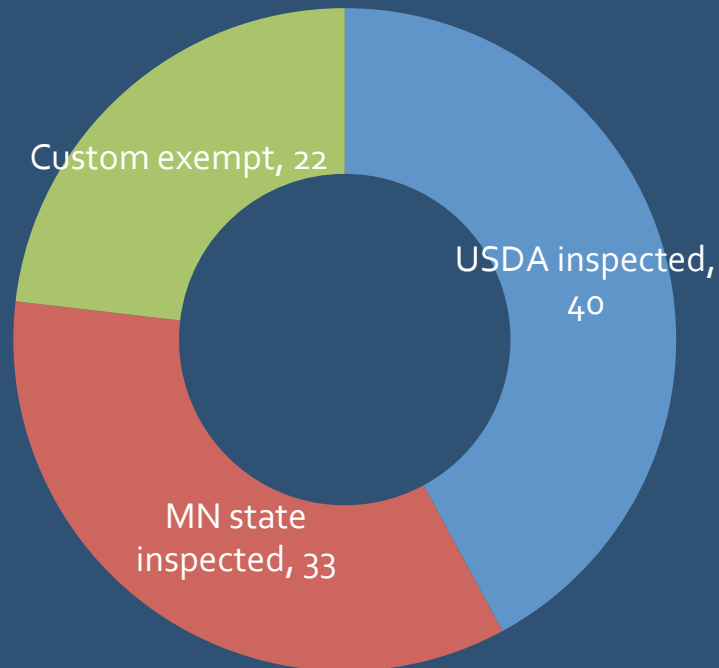
One Way Distance to Processing Plant (Cattle)



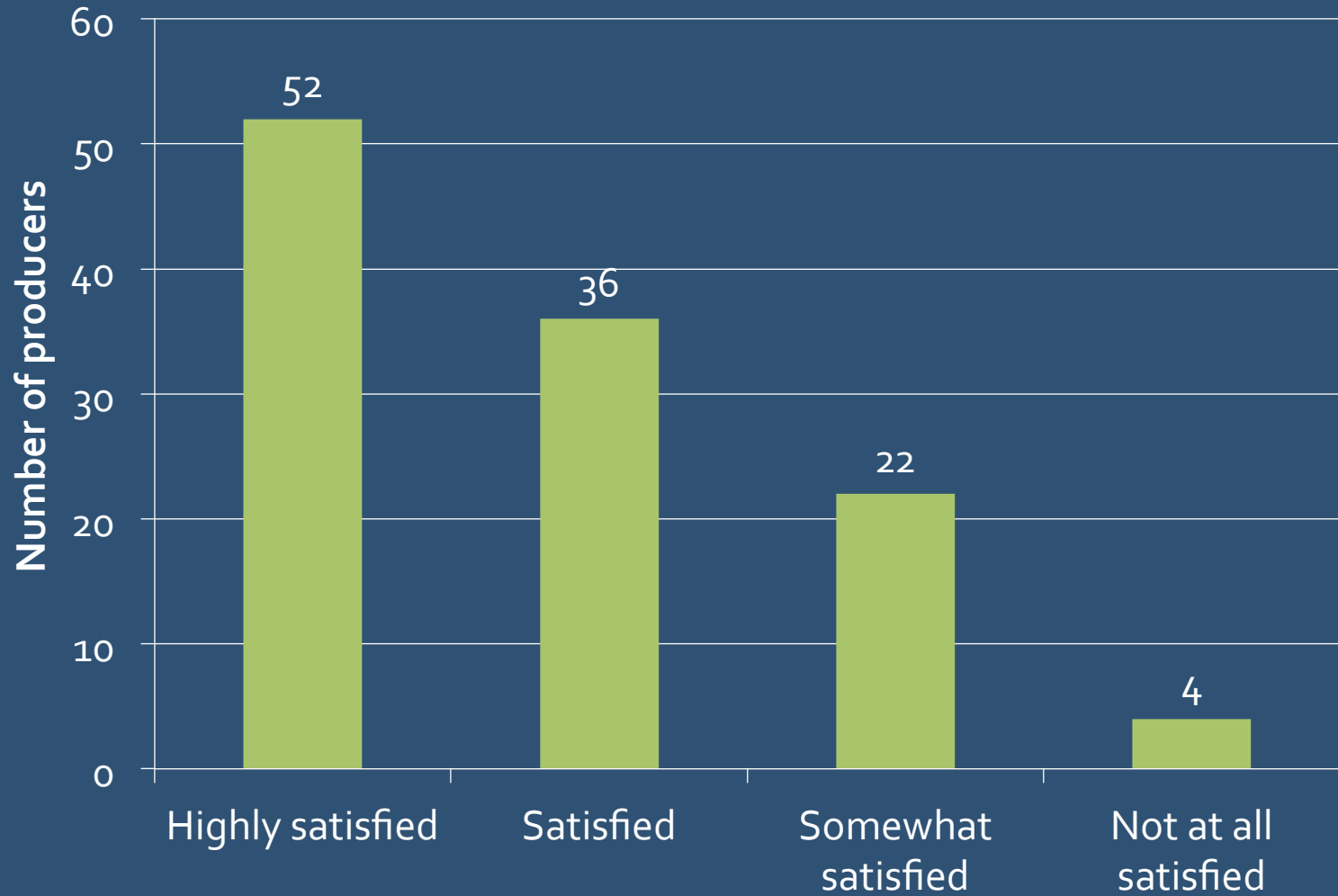
Number Cattle Slaughtered at One Time



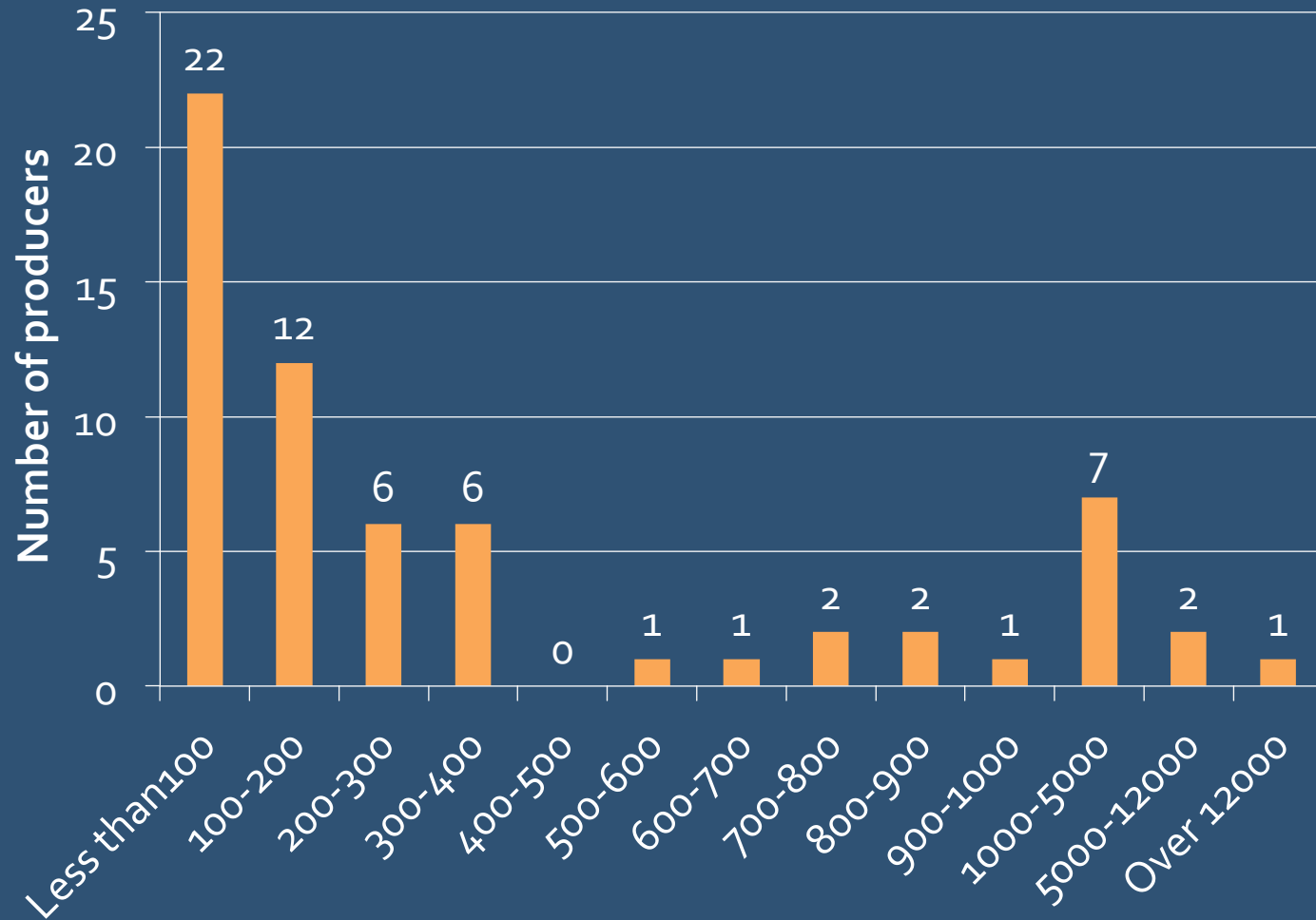
Types of Facilities Producers Choose



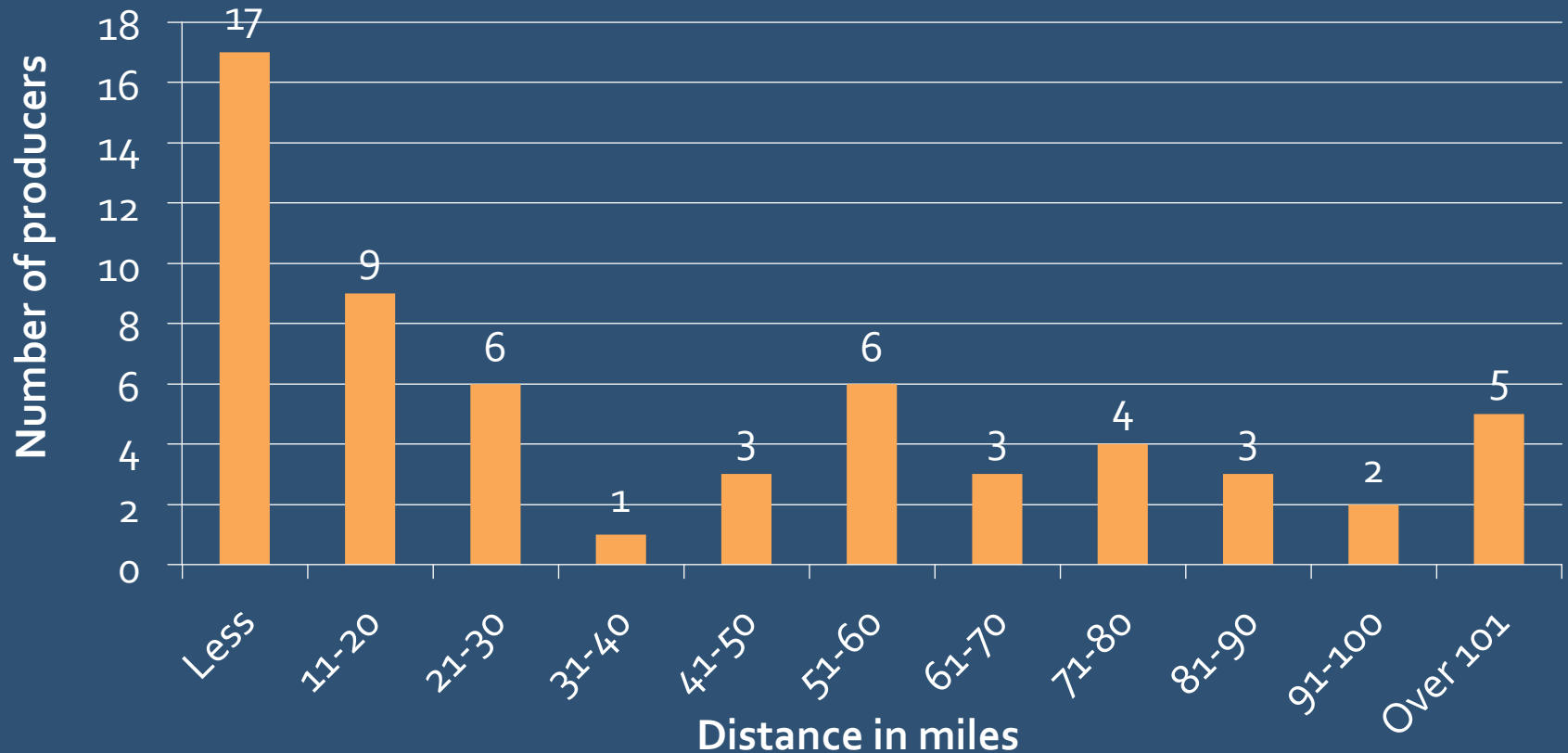
Producer Satisfaction with Livestock Processor



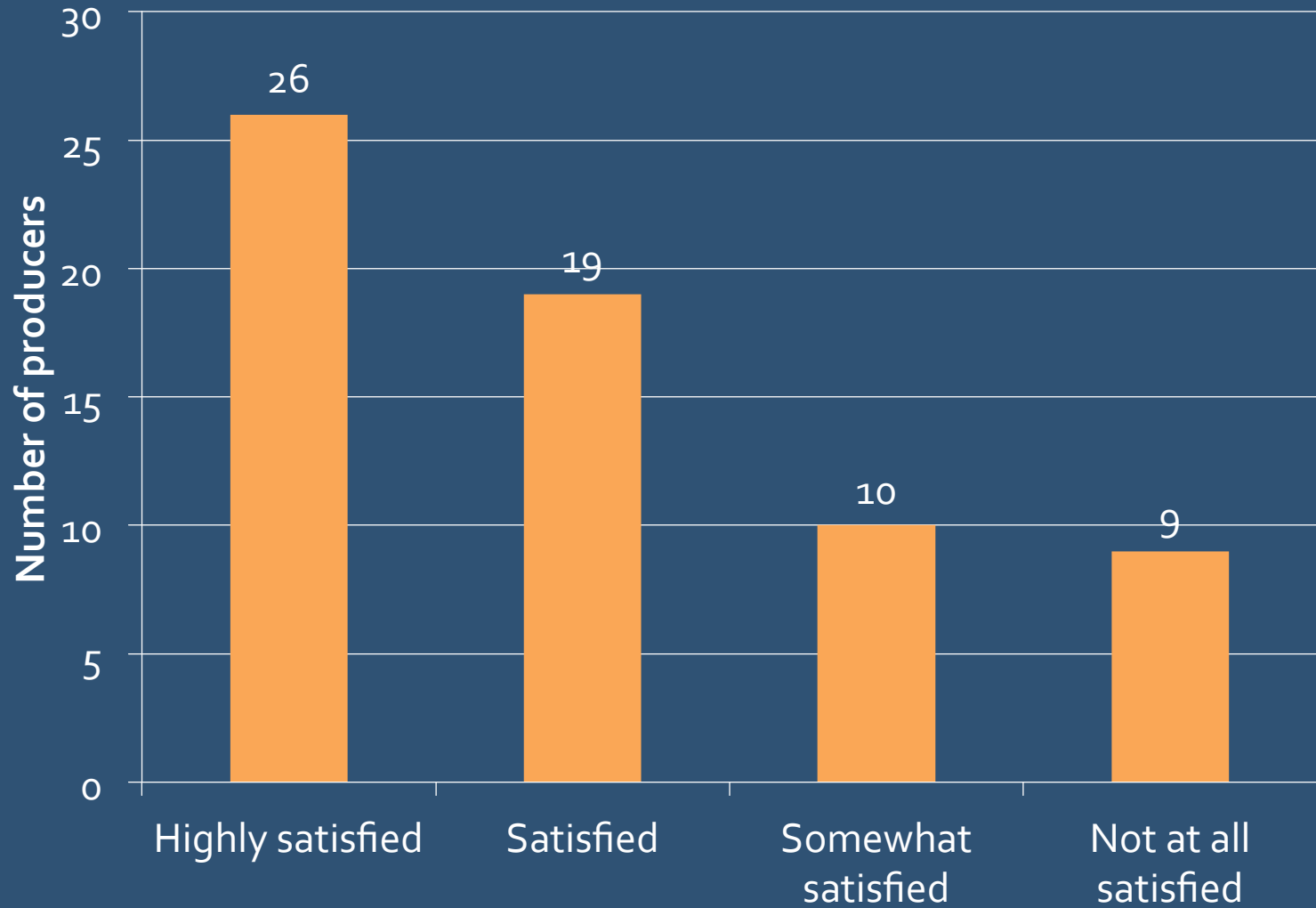
Chickens Processed for Meat Sales



One-way Distance to Processing Facility for Chicken



Producer Satisfaction with Poultry Processor



Processor Best Assets

Quality

Reputation

Service

Proximity

Flexibility

Problems that Impacted Producer's Business

Type of processing available (i.e. inspected)

Distance to processor

Scheduling

Lack of desired services

- organic certification

- storage (frozen)

- labeling options

Service

Producer Desires

CLOSER

“ Move them next door.”

“Our processor is very good. Wish they were closer and could process more animals.”

“More processing options and closer location.”

Producer Desires

AVAILABILITY

“Greater availability of date to process.”

“Less wait time to get animals processed.”

“Too long a wait to get in for processing, and a longer time to pick up after processing.”

Producer Desires

INSPECTION

“Make them state-inspected.”

“USDA inspection so I could sell by the cut..”

“E2 inspection would really be nice because people do not want to buy the whole lamb.”

Regulation/Inspection Issues

Need to have access to USDA inspected

At the mercy of inspector's schedule

Confusion of regulations – MDH says one thing – MDA says another

Limitation of regulation – wanting to sell meats to CSA customers, but customer would have to come to farm

Regulation/Inspection Issues

“Too many versions of the inspection rules, depending on who and when you ask. Very confusing to navigate.”

We already run into capacity issues with our processors. If we were to expand much more we would be constantly running into the issue of scheduling butcher dates. It would be nice to see more E2 or USDA inspectors in our area to increase retail sale capacity.

Local Foods Advisory Committee



Local Foods Advisory Committee

Goals

Help communicate to stakeholders what the rules are,

Help to make the rules and information more transparent and clear,

Ensure consistent interpretation of the rules across the system.

Mission

Help the State of Minnesota to achieve its goals with respect to meat and food safety by serving as a conduit between MDA, MDH, other agencies, and the community/farmers/constituencies in regards to the production, processing, marketing and distribution of local foods*

* Specifically, we are focusing on the sector of the food system that includes foods for direct human consumption that are raised, gathered, or processed by farmers, farmer groups, or non-farm individuals for direct sales to:

- Individual consumers
- Buyers who re-sell the products to individual consumers
- Business entities that act as brokers or distributors, but retain some level of producer identity with the products

Scope of the Advisory Committee

1. Provide a non-adversarial forum that allows all of the constituencies interested in meat, dairy, and other food processing and local sales to work collaboratively toward a common goal of reducing food-borne illness and fostering a robust local food sector.

Scope (continued)

2. Provide an opportunity for public discussion of important topics and provide a means for the public to submit comments to the MDA and MDH.

Scope (continued)

3. Represent the pertinent stakeholders
 - a) Communicate stakeholders' issues to and from the committee.
 - b) Surface questions and concerns from these stakeholders related to production, processing, marketing and distribution

Scope (continued)

4. Advise on communication strategies and educational materials coming from the MDA and MDH and targeted toward stakeholders
5. Help facilitate outreach and education to stakeholders.
6. Ensure that meeting proceedings are recorded and transmitted outside the group.

Next Steps

- Processor Directory (currently being compiled)
- Processor Survey (currently underway)

The End

- For more information, contact
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612-251-7304