

2015 Locally Raised Beef Marketing Workshop Evaluation Summary

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Three Locally Raised Beef Marketing Workshops were held in March 2015. The workshops provided information to help beef producers assess the market potential for value-added beef and develop marketing plans for their products. These workshops were conducted as part of the Tennessee Value-Added Beef Program, which is funded in part from the Tennessee Department of Agriculture, UT Extension and USDA, Federal-State Market Improvement Program.

Megan Bruch Leffew and Hal Pepper presented sessions on:

- Marketing Lessons Learned from Tennessee Value-Added Beef Producers: Results from Producer Focus Groups
- Consumer Preferences for Local Beef: Results of a Recent Consumer Survey in Tennessee
- Tips for Developing a Meat Marketing Budget for Your Farm



Wendy Sneed, Tennessee Department of Agriculture Livestock

Marketing Specialist, also shared updates on resources available for value-added beef producers from the Pick Tennessee Products marketing program and Tennessee Agricultural Enhancement cost-share program. Local hosts of the workshops were UT Extension Agents Jerri Lynn Sims, John Goddard, Heath Nokes and Bruce Steelman.

A total of 122 people attended the workshops, and 85 completed evaluation forms for a 68 percent response rate. Table 1 contains the number of participants, number of completed evaluations and response rate by location and overall. This fact sheet contains a summary of evaluation responses. A copy of the workshop evaluation form is included as Appendix A.

Table 1. Number of Participants, Number of Completed Evaluations and Response Rate by Location

Location	Number of Participants	Number of Completed Evaluations	Response Rate
Loudon County – March 19	39	29	74%
Humphreys County – March 24	66	45	68%
Warren County – March 26	17	11	65%
Total	122	44	68%

Respondents were asked to report how many cattle they currently owned. Eighty-two responses were received ranging from 0 to 700 head, as shown in Table 2. The average head per response was 92.6, while the median was 45. The total number of head represented was 7,590.

Table 2. Number of Head Owned, Summary Statistics

Statistic	Head
Minimum	0
Maximum	700
Average	92.6
Median	45
Total	7,590

Respondents were asked whether or not they currently sell beef cuts directly to consumers. As shown in Figure 1, 14 (17 percent) indicated they sold beef cuts.

Respondents were also asked if they currently sell live animals to customers for custom harvest. Thirty, (36 percent) of respondents indicated they sell live animals for custom harvest, as shown in Figure 2.

The evaluation asked whether or not respondents have a retail meat permit from the Tennessee Department of Agriculture. As shown in Figure 3, 10 respondents (16 percent) indicated they had a retail meat permit.

Respondents were asked to rate the workshop overall on a scale of 1=Terrible, 5=Good and 10=Excellent. A total of 83 responses were obtained. The responses ranged on the scale from 5(Good) to 10 (Excellent). The average response was 8.39.

All 82 participants responded indicated they would recommend this workshop to others interested in direct marketing beef cuts or live animals for custom harvest.

Figure 1. Do you currently sell beef cuts direct to customers?

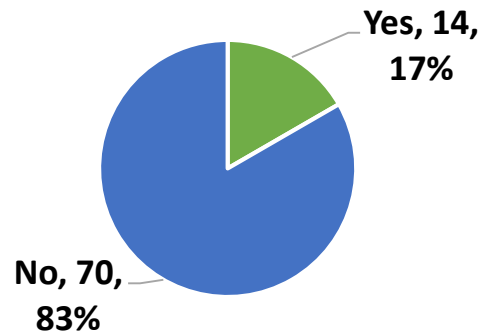


Figure 2. Do you currently sell live animals to customers for custom harvest?

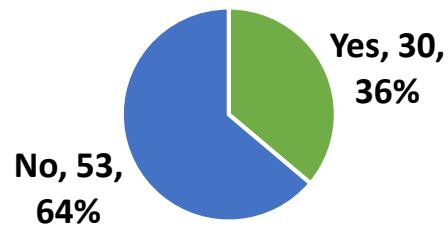
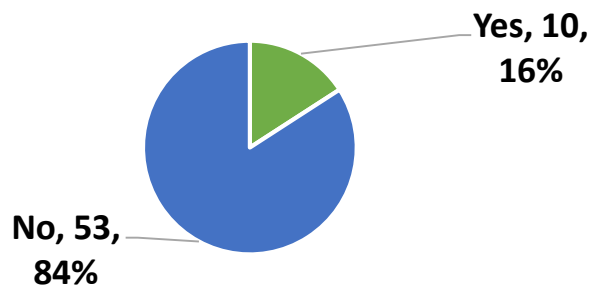


Figure 3. Do you have a retail meat permit from the Tennessee Department of Agriculture?



Respondents were asked to rate how much they learned for each of four topics on a scale of 1 to 10 (where 1 is “Very Little,” 5 is “Some” and 10 is “A Whole Lot”). The topic “consumer preferences for local beef” received the highest average rating at 8.02, while “costs of direct marketing beef” was the second highest at 7.77. “How to develop a meat marketing budget for your farm” received the next highest average rating at 7.68, and “pros and cons of potential market channels for value-added beef” had an average rating of 7.62. “Costs of direct marketing beef” had the highest minimum rating of 5. Minimum, maximum and average ratings and number of responses are shown in Table x.

Table 3. How Much Participants Learned by Topic, Ratings and Number of Responses

Statistic	Topics			
	Pros and Cons of potential market channels for value-added beef	Consumer preferences for local beef	Costs of direct marketing beef	How to develop a meat marketing budget for your farm
Minimum Value	2	2	5	2
Maximum Value	10	10	10	10
Average	7.62	8.02	7.77	7.68
Total Responses	82	81	82	81



Hal Pepper discusses meat marketing budgets with Loudon County workshop participants.



A full house in Humphreys County as participants prepare for the Locally Raised Beef Marketing Workshop sessions.

Participants were asked to list the two most important things learned in the workshop. Comments are listed in three categories below including marketing, financial analysis and other. Most comments were related to understanding the costs of a retail meat business or marketing knowledge. Other comments related to regulations, liability insurance or USDA processing facilities.

Marketing

- How much people are willing to pay for Tennessee beef.
- How beef selling is done, who to sell to, how to market beef.
- Consumer preferences survey.
- Cut marketing outlets.
- Marketing knowledge, points of interest.
- Consumer priority on beef purchases.
- Most customers prefer shrink wrap. That I don't want to sell cuts of beef. Sell only whole animals for me.
- Marketing Info.
- Customer survey.
- What public wants and willing to pay for beef.
- Difficulty to meet year round supply and demand.
- Understanding demand (customer) and markets.
- The best channels to sell meat through.
- Tennessee vs local beef.
- Some marketing results from consumer polls. Some regulatory stuff.
- Consumer willing to pay more for Tennessee beef. Nashville area lean more towards steak cuts.
- Hard to market beef.
- Want TN Beef.
- Consumers want TN raised beef.
- Preferences of Customers.
- Customer base.
- Consumers' thoughts on beef.
- Consumer preference for local beef.
- Consumer level of education (corn feed, vacuum pack, etc.)
- Consumer choices, preferences,
- Consumer preferences for local TN beef. Consumers prefer single packaging for steaks and 1 pound package for ground beef.

- Marketing.
- Marketing practice and price.
- More marketing tips. Possible regulations.
- Lack of local demand.

Financial Analysis

- How to calculate figures of selling direct off the farm.
- It is very expensive to do this. You can make money doing this.
- Factors in costs of production.
- Fixed costs.
- Resources. Financial model.
- Cost per head.
- Budget on marketing cuts.
- Business Management (budget).
- Expensive no profit.
- Costs of retail meat business.
- Calculation of costs. How to get started.
- The different packaging fees.
- Developing a meat and marketing budget
- Records and starting up.
- The cost it takes to process and sell beef to consumers.
- Ideas for spreadsheet to assure profit. Price ranges others are using.
- All the types of processing cost.
- Cost of doing business.
- Costs to factor in. Business license requirement.
- Tennessee prices.
- Budget.

Other Topics

- Sell by net weight only.
- TN weights and measures requirements. Need for retail meat permits.
- Understanding USDA regulation changes.

- You have to have a permit to sell beef out of your freezer.
- Have to have permit to sell beef.
- Regulations.
- Regulations.
- Insurance.
- Insurance, liability protection.
- What others are doing. Resources!
- This is great for someone who is just starting in custom or retail beef.
- USDA equipment programs; list of slaughter facilities.
- Too few USDA slaughter facilities in Tennessee.

Respondents were asked to suggest topics for future value-added beef workshops. Suggested topics are listed below according to categories including regulations, marketing, business planning/financial analysis, meat production and resources.

Regulations

- How to obtain your TDA permits.
- Marketing terminology and regulations.
- Navigating regulations.
- Sales tax.
- Regulations.

Marketing

- Teach how to work internet advertising.
- Survey of existing customers to have a more current survey.
- More info on what markets available for beef.
- In depth marketing strategy.

Business Planning/Financial Analysis

- Business plan
- Offer spreadsheets for business and marketing and budgets.
- How you can make money doing this.
- Suggest spreadsheet forms.

- More info for marketing budget.
- Selling feed lot cattle strategies.
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Meat Production

- More about how to cut the beef. What cuts are preferred by customers and other options for ground beef.
- More talk on beef cuts.
- Attributes of grain vs grass finished.
- Breakdown of the age process - dry vs wet. Beef cuts to market to customers. More on USDA.
- Carcass evaluations.

Resources

- TAEP cost share info for direct marketing.
- What programs are out there to help.
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Other comments about the workshop included the following:

- Very good good/meal.
- I'm not sure because it has really shown that it can't be done and make a profit.
- 66% of meat bad, bad. 75% is more average. Live wt. 58% to 59%.

Summary

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Respondents were asked to rate how much they learned for each of four topics on a scale of 1 to 10 (where 1 is "Very Little," 5 is "Some" and 10 is "A Whole Lot"). The topic "consumer preferences for local beef" received the highest average rating at 8.02, while "costs of direct marketing beef" was the second highest at 7.77. "How to develop a meat marketing budget for your farm" received the next highest average rating at 7.68, and "pros and cons of potential market channels for value-added beef" had an average rating of 7.62.

Respondents were asked to suggest topics for future value-added beef workshops. Suggested topics related to regulations, marketing, business planning/financial analysis, meat production, and resources.

Appendix A

2015 Locally Raised Beef Marketing Workshop Evaluation

1. Please indicate the date and location of the workshop you attended:

March 19, Loudon
 March 24, Waverly
 March 26, McMinnville

2. Approximately how many head of cattle do you currently own? _____

3. Do you currently sell beef cuts direct to consumers? Yes ___ No ___

4. Do you currently sell live animals to customers for custom harvest? Yes ___ No ___

5. Do you have a retail meat permit from the Tennessee Department of Agriculture? Yes ___ No ___

6. On a scale of 1 to 10 (where 1 is Terrible and 10 is Excellent), **overall** how do you rate this workshop?
 1 --- 2 --- 3 --- 4 --- 5 --- 6 --- 7 --- 8 --- 9 --- 10
 Terrible Good Excellent

7. What are the two most important things you learned in this workshop?

8. On a scale of 1 to 10 (where 1 is Very Little, 5 is Some and 10 is A Whole Lot), please describe how much you learned about the following topics during this workshop (circle the most appropriate number for each issue listed):

Issue	Very Little					Some					A Whole Lot
		1	2	3	4		5	6	7	8	
Pros and Cons of potential market channels for value-added beef	1	2	3	4	5	6	7	8	9	10	
Consumer preferences for local beef	1	2	3	4	5	6	7	8	9	10	
Costs of direct marketing beef	1	2	3	4	5	6	7	8	9	10	
How to develop a meat marketing budget for your farm	1	2	3	4	5	6	7	8	9	10	

9. What topics would you suggest for future value-added beef workshops?

10. Would you recommend this workshop to others interested in direct marketing beef cuts or live animals for freezer beef? Yes ___ No ___

Thank you for your attendance. Feel free to provide any additional comments on the back.