



THE OHIO STATE UNIVERSITY

COLLEGE OF FOOD, AGRICULTURAL,
AND ENVIRONMENTAL SCIENCES

Hardin County Extension News Release

For Further Information Contact:

Mark Badertscher

Agriculture and Natural Resources Extension Educator

Phone – 419-767-6037

E-Mail – badertscher.4@osu.edu

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Marketing Your Freezer Beef

Hardin County – Are you raising what your freezer beef customers want?

Global supply chain issues, high input costs, and disquiet concern of inflation are all taking a toll on our livestock producers' return on investments. Meanwhile, direct marketing beef continues to rise, allowing the "farm to table" theory to become more profitable per head. During the 2020 COVID-19 crisis, there have been shortages and increases in price value. The meat prices increased to 21.7% by the end of May 2020 due to contraction in meat supply. The highest price jump (>100%) was observed in ground beef in May 2020 compared to previous months (Frontiers, 2021). Hence, this eventuality caused more producers to be able to capitalize on the need for farm raised beef at a "normal" price compared to the grocery store. The demand for locally raised beef is still on the upswing.

Before you offer your product to consumers, it is critical to make sure you are producing the best quality product. Creating a high-quality beef product starts with the proper management practices. Proper feeding and nutrition are critical when marketing meat products. It is important that you are happy with the meat you are offering before you start selling freezer beef to consumers.

Seeking a USDA inspected processing facility can assure your customers that you are using a reputable amenity. Following, when livestock is processed in the facility being inspected, the sale of the product may follow the county Health Department guidelines. Before putting your product out on the market, contact your processor to be sure they can accommodate your needs; fulfill the demand of meat products. If your meat product is being sold in a public market, it is necessary to have a retail license. However, if you are selling it to private

consumers there is no retail license required. Consequentially, before selling market beef to customers it is essential to take the correct steps and precautions prior to selling your product.

When consumers buy freezer beef directly from a producer, often many believe they will have a better experience than going to the grocery store to buy meat. As a producer there are several expectations to meet the customer base. Having great communication with your customers will allow people to want your product. Many customers are used to purchasing retail meat. Ensure the buyer comprehends the volume of beef they will be receiving to determine the amount of freezer space needed. Many do not know of the amount of meat they will be receiving. Explaining the process and providing them with information about the processor, processing costs, and the different cuts of meat from a freezer beef purchase can go a long way. As well as, providing customers with information about your management approach will allow them to feel more connected to what they are purchasing. In conclusion, as a producer, it is always essential to feed your livestock to the best of your ability. Clean water, adequate management, and feeding practices. This will ensure reputable yields and most likely repeated customers in the future.

Article written by Kate Hornyak, OSU Extension- Delaware County and edited by Mark Badertscher, OSU Extension-Hardin County.