

LAMB MEAT PROJECT



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Bostic Ridge
Farm
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How it all got started.....

Showing
lambs as a
4-H project



WHY LAMB MEAT?

- When live weight prices were up all was good, then that dropped....
- Off set show lamb expenses
- Friends in the community requesting lamb
- Business project with parents storefront as a way to sell.



PREVIEW

- Lambs
- Slaughter facility / Freezer storage
- Pre-order form & pricing
- Pick-up & Delivery
- Pre-orders vs Direct Marketing
- Insurance, Business license, Regulations

LAMBS

- Home raised - pasture + grain (not show lambs)
- Show Lambs - mostly grain fed

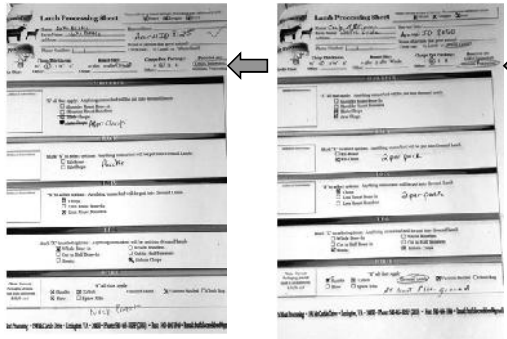


SLAUGHTER FACILITY/FREEZER

- Find a slaughter house that will USDA inspect and custom package meat. Nice packaging and a professional look is important.
- Weighed, packaged, priced & farm name on label.
- Coolers and a freezer are needed.

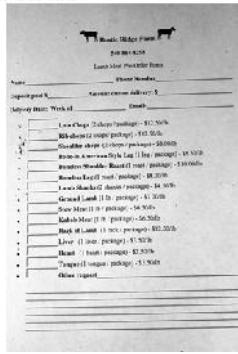


CUT SHEET



PRICING & PRE-ORDER FORM

- Pricing was determined by comparing Kroger, Vt meat center, Donald's Meats
- A simple pre-order form was put together
- Started taking orders from those who had called in past years.



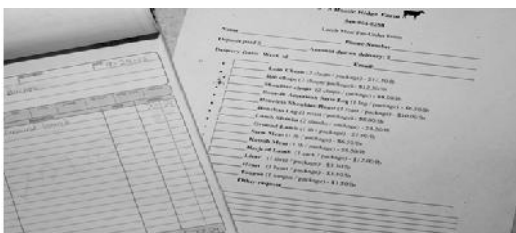
PICK-UP & DELIVERY TO CUSTOMER



A transportation & storage plan is very important.

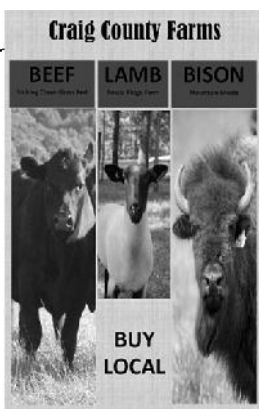
RECORD KEEPING

I use a receipt book and my order forms to keep track of what I have sold and to maintain contact information of customers.



SALES

- Pre-orders, word of mouth, local paper article were 71% of sales.
- Storefront , Joe's Trees Ad in Roanoke Times, Facebook, & general walk-ins 29% of sales.
- Of all meat sales at Joe's Trees retail store lamb was 74% of those sells



LIVE WEIGHT TO ENDING PRODUCT

4 Lambs

- Total live weight = 565 lbs
- Total Carcass weight = 340 lbs
- Final retail cuts = 211 lbs

INSURANCE, LICENSE, FEES

- Insurance to cover storage and any health issues that may arise from the consumer
- Is a business license required? I fall under my parents business.
- Farmers Markets have requirements/fees

QUESTIONS: