

Opportunities for value-added livestock products

Meat Products

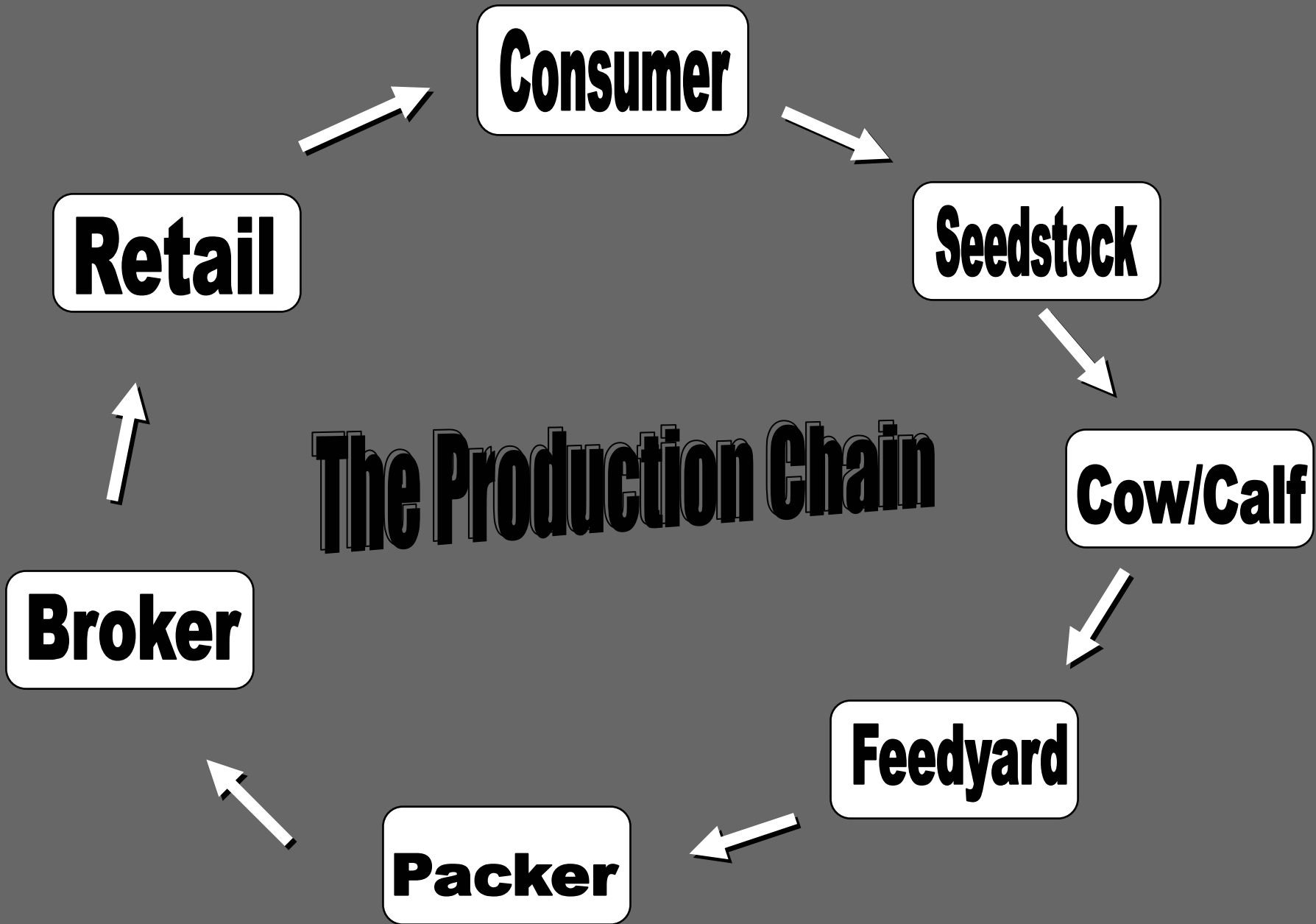
Things to think about



If you build it... they will come



But, will enough come ?



How can value be added?

Traditionally...

- Packer
- Broker
- Retail

Why not at every point on the chain

Niche Marketing

Providing a product for a segment of the consuming public that is unsatisfied with the current supply and is willing to pay a premium

What are some of these markets ?

- **Grass Fed**
- **Corn Fed**
- **Locally Raised**
- **Lean**
- **Dry Aged Beef**
- **Pasture Raised Hogs**
- **Free Range**
- **Organic**
- **Family Farm**
- **Natural**
- **Humanly Produced**
- **Vegetarian Diet**
- **Farm Fresh**
- **Antibiotic Free**
- **Hormone Free**

Sounds Easy ... What's the catch ?

- **Regulations**
- **Added cost of production**
 - **Marketing**
 - **Volume**

Today's events

- **Premium Protein Products**
 - **Nahunta Pork**
- **Food Safety Concerns with Meat**
 - **Regulatory Considerations**
 - **Lewis Sausage**
 - **Meat Marketing Trends**

