

The Butcher's Perspective

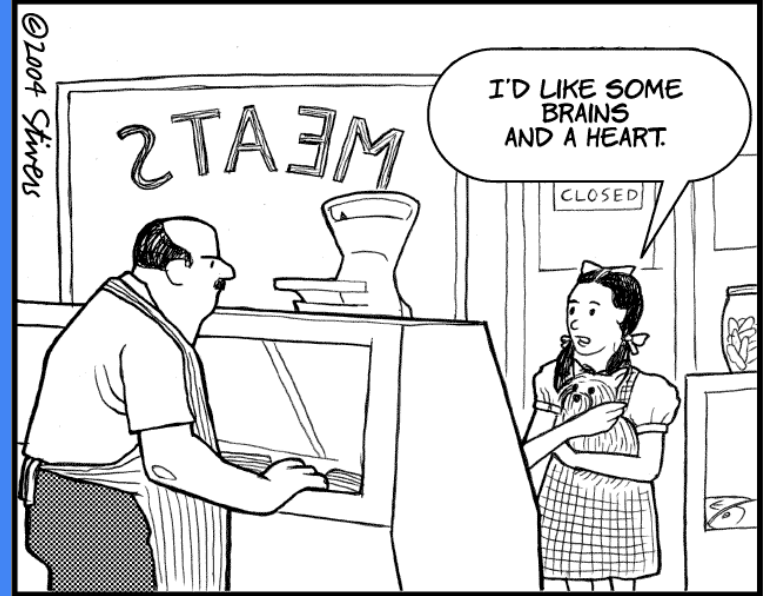
Story City Locker

PFI 2020 Conference Short Course

1/16/2020



- Processing Considerations
- Claims
- Processing Capacity to meet Supply Chain demands
- Cooperative Interstate Shipment Program (CIS)
- Q & A



Processing Considerations

- Not all processors are the same.
 - Different specialties
 - Different business goals
 - Work cooperatively with your processors
- Different inspection levels
 - Custom Exempt (Not for Sale)
 - State Inspected
 - USDA (CIS)
- Labeling is per processor, not farm
 - Using multiple processors means label approvals for each of them
 - Claims (feeding, breed, raising environment, etc.) need to be approved and proven
- Food Safety is the utmost priority
 - For the processor
 - For transport and storage on the farm



"I would like one pound of hormone-filled chicken and four ounces of artificially colored minced meat please."

Claims



- Ingredients - nitrates/hormones/etc.
- Breed
- Feeding - grass fed/non GMO/etc.
- Health - antibiotic free/free range/etc.
- Organic - raised/fed/processed
- All Natural
- Label vs. advertising
 - Marketing is reviewed as well
 - Web sites
 - Facebook
 - Signs at Markets

All must be supported/documented and part of the label approval process.

Must be truthful and not misleading

There are a lot of regulations and policies that govern what can and cannot be said.

ie. Jerky

Capacity to meet Supply Chain demands

- Schedule early
- Consider the time of year. Spring is typically the slow season for processors
- Cold Storage
- Wholesale market focus
- Retail market focus
- For volume, keep it simple. Bone in cuts, standard packaging, etc.
- Find a market for all of the animal (offal, fat, blood, etc.)



Cooperative Interstate Shipment Program (CIS)

- Any state inspected facility can choose to participate
- Once approved products will have the USDA seal and can be sold anywhere in the country.
- Iowa plants will start coming online summer 2020
- Missouri joined as of Jan. 1 2020



AND NOT ONLY DO WE THINK YOU WERE LYING WHEN YOU TOLD US LARRY WENT ON A WINTER VACATION, WE THINK YOU HAD SOMETHING TO DO WITH IT!

Q & A



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"It's only the Ericksons, so why don't you just use the recalled hamburger meat."