

Hereford Beef Direct to Consumer Sales

Considerations & Resources

With an increasing consumer interest in locally raised and grown products, producers have a great opportunity to market their products and engage with consumers. Below are some considerations and resources for Hereford producers to take advantage of to gain additional awareness and marketing value for locally raised Hereford beef.

Considerations

Processing & Sales:

- Contact local locker plant for processing availability
- Create a cut & price sheet with specifications – standardized cut list or customizable orders
- Market beef in packages/bundles to sell less popular cuts
- Research pricing – local grocery stores (see “Resources” below)

Promotion & Marketing:

- Create a logo
- Create social media platforms for promoting/marketing your product (Instagram, Facebook, etc.)
- Create a promotional flyer/brochure telling your story
- Add your operation to the USDA National On-Farm Directory (see “Resources” below)
- Check with state cattlemen’s association & beef council for available websites/directories to list your operation (see “Resources” below)

Customer Education:

- Hereford breed information & resources – www.ShopHereford.com
- General beef facts and information – www.BeefItsWhatsForDinner.com (see “Resources” below)
- Invite consumers to your operation (by appointment) to provide transparency & education

Beef Resources

- State Cattlemen’s Associations - <https://www.ncba.org/stateaffiliates.aspx>
- Qualified State Beef Councils - <https://www.beefboard.org/qualified-state-beef-councils/>
- USDA National On-Farm Market Directory
 - View directory - <https://www.ams.usda.gov/local-food-directories/onfarm>
 - Add/update on-farm market listing - <https://bit.ly/3hvxZoi>
- Beef It’s What’s For Dinner – Beef Checkoff
 - Wholesale Prices <https://bit.ly/2N1Lvuv>
 - Cut Charts <https://bit.ly/2C6u35O>
 - Cut Nutrition <https://bit.ly/2UM7CIS>
 - Beef Life Cycle <https://bit.ly/2Y3SKsi>
 - Beef Sustainability <https://bit.ly/3hB8IBJ>
 - Environment <https://bit.ly/2UPvFr5>
 - Beef Quality Grades <https://bit.ly/2Y44ZoH>
 - Grass vs. Grain Finished <https://bit.ly/3OSXnHz>
 - Chuck Knows Beef app <https://bit.ly/2Bauhbg>
 - Beef Store <https://bit.ly/2N4Zn7c>

Shop Hereford Resources

- Resources available to market and promote locally raised Hereford beef – www.ShopHereford.com