

Resources for Farmers Interested in Marketing Meat

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Foreword

A webinar focusing on *Considerations for Marketing Meat: Operating During the COVID-19 Pandemic* was held on May 28, 2020 in response to a large number of questions received by the Center for Profitable Agriculture staff on the subject. Topics discussed included considerations for marketing live animals for custom-exempt processing, regulations for selling meat to retail and non-retail meat customers, regulations for collecting local and state sales tax. A total of 75 people registered for the session with 34 joining the live webinar. The [recording](#) of the webinar and [slides](#) are available online. This fact sheet supplements information discussed during the session and provides links to additional resources.

Webinar speakers included Megan Bruch Leffew, Rob Holland and Hal Pepper from the Center for Profitable Agriculture. Wendy Sneed and Mike Brown from the Tennessee Department of Agriculture joined in answering questions posed by participants at the end of the session.

Disclaimers

Information presented is for educational purposes only and does not constitute legal or medical advice. Any specific products or services referenced are for informational purposes only and do not indicate an endorsement.

Resources and additional information referenced during the *Considerations for Marketing Meat Twilight Q&A* are provided by category below:

1. Marketing Live Animals for Custom-Exempt Harvest and Processing Resources
 - a. [A General Guide to Marketing Live Animals for Custom-Exempt Harvesting and Processing](#)
 - b. [Listing of Custom-Exempt Meat and Seasonal Deer Processing Facilities in Tennessee](#)
2. Meat Marketing Resources
 - a. [Basic Regulatory Considerations for Retail and Non-retail Meat Sales in Tennessee](#)
 - b. [Meat Product Labeling Guidance for Direct Farm Marketers](#)
 - c. [FSIS Labeling Guideline on Documentation Needed to Substantiate Animal Raising Claims for Label Submission](#)

- d. [Listing of USDA Livestock Slaughter Facilities in Tennessee](#)
 - e. [Improving Communications with Your Processor](#)
 - f. [Sales Tax in Tennessee on the Purchase and Sale of Farm Products](#)
3. Pricing Resources
- a. [A General Guide to Pricing for Direct Farm Marketers and Value-Added Agricultural Entrepreneurs](#)
 - b. [Cornell Cooperative Extension Livestock Meat Price Calculator](#)
 - c. [USDA Economic Research Service](#) – Look for “Retail prices for beef, pork...”
 - d. [USDA Agricultural Marketing Service Local and Regional Market News](#) – Scroll down to “Direct to Consumer” and “Retail” reports.
4. Meat Processing Resources
- a. [Initial Considerations for Starting a Small-Scale Livestock Harvest and Processing Facility](#)
 - b. [Summary of Major Findings and Recommendations: Feasibility of a Federally Inspected, Custom Livestock Processing Facility in Tennessee](#)
 - c. [Feasibility of a Federally Inspected Custom Livestock Processing Facility in Tennessee](#)
 - d. [Feasibility Analysis Spreadsheet for Starting a Livestock Slaughter and Processing Enterprise in Tennessee](#)
 - e. [Niche Meat Processor Assistance Network](#)
 - f. [USDA Small and Very Small Plant Outreach](#)
 - g. [Slaughter and Processing in the United States Webinar](#) from the National Ag Law Center (Wednesday, June 3, 2020)
 - h. [The Intersection of the Cattle and Beef Industries Webinar Series](#) – Check out sessions on “In depth perspective of local meats: challenges and opportunities” and “Virtual Packing Plant Tour.”
 - i. Retail Food Store/Butcher Shop Option
 There is an option in Tennessee of having livestock harvested at one of the existing USDA inspected facilities and transporting halves or quarters to your own/another permitted facility for further processing. On page 10 of [this publication](#), there is a section on “Meat Sales from Retail Stores.” A retail food store permit through the Tennessee Department of Agriculture would allow some further processing, packaging and labeling of meat products. Sales then can be made directly from this facility to retail (household) consumers. The Federal Meat Inspection Act does allow for up to 25 percent of total meat sales up to a maximum dollar limitation defined each year to be made to non-retail (wholesale) customers such as hotels, restaurants and similar institutions. USDA has not established new limitations for 2020 yet. The maximum dollar limitation for hotel, restaurant and similar institution sales for 2019 was \$75,000. Sales are to be made in normal retail quantities whether to individual consumers or to hotel, restaurant or similar institutions, which includes quantities up to one-half carcass (e.g., cattle = 300 pounds, swine = 100 pounds). USDA FSIS has a [guidance document](#) that discusses the exemptions from the Federal Meat Inspection Act including those for retail food stores. Federal register notices, such as for the annual dollar limitation, for each year are provided on [USDA FSIS’s website](#). [Mike Brown](#) from the Tennessee Department of Agriculture could provide more details about the requirements for a facility to conduct further processing and retail sales.
5. Grants/Funding Resources

- a. [Tennessee Agricultural Enhancement Program Producer Diversification Cost-Share](#)
 - b. [Agricultural Enterprise Fund](#)
 - c. [USDA Value-Added Producer Grant](#)
6. Additional [Tennessee Department of Agriculture](#) Resources
 - a. [Pick TN Products Application](#)
 - b. Wendy Sneed, TDA Business Development Consultant (Livestock and Meat) – wendy.sneed@tn.gov, p. 615-837-5309, c. 615-864-6367
 - c. Mike Brown – TDA Food Business Consultant (Regulations) – mike.f.brown@tn.gov, p. 615-837-5545, c. 615-806-2298
7. Additional resources on [Value-Added Meats](#) from the Center for Profitable Agriculture.
8. Livestock Production Resources
Contact your [local Extension office](#) for information or to be connected to a production specialist.
9. Farm Enterprise Financial Analysis
Learn more about UT Extension's [MANAGE program](#) or contact your Area Farm Management Specialist for assistance.

Stay connected with the Center for Profitable Agriculture via Facebook at <https://www.facebook.com/ValueAddedAg/>, or send a request to be added to our agritourism, farmers market, value-added meats or value-added dairy news list(s) to cpa@utk.edu.



Programs in agriculture and natural resources, 4-H youth development, family and consumer sciences, and resource development.
University of Tennessee Institute of Agriculture, U.S. Department of Agriculture and county governments cooperating.
UT Extension provides equal opportunities in programs and employment.