

Marketing

- Presentation about your place - Powerpoint and a Photobook
 - Ranch History
 - What You Do
 - How You Raise Your Animals
- Identify Groups to Talk With
 - Slow Food
 - Weston Price
- Take ordering information with you and maybe some samples, and coupons

Sales

- Farmers Markets
- On-farm Sales
- Special Events
- Short Consumer Surveys to find out what people want - offer an incentive for them to fill it out
- Restaurants
- Retail Stores

Inventory and Storage

- Need to devise an inventory tracking system
- If someone needs 50 Prime Rib Roasts, what will you do with all the other meat?
- MOVE product - Don't let it sit
- Refrigerated storage must be lower than 41 degrees
- Freezers must be Commercial

People

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graph TD
    CEO[CEO] --> VP_P[VP - Production]
    CEO --> VP_M[VP - Marketing]
    CEO --> VP_F[VP - Finance]
    VP_P <--> VP_M
    VP_M <--> VP_F
  
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Situation

- Producers assets (mostly in land)
- Diversification to direct marketing of meat products to consumers (new risks)
- Assume farm or ranch liability policy cover this extended ranch business
- General farm liability packages do not cover processed foods or off farm retail activity

You Are A Grass Farmer