

# The Butcher's Perspective

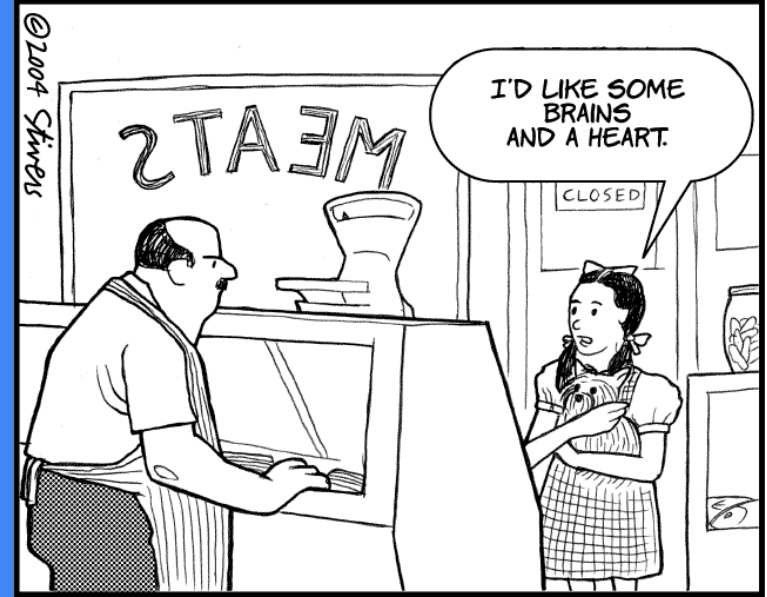
Story City Locker

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



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