

# Food Systems Resiliency Webinar Series

UC ANR Strategic Initiatives  
joint effort to **reimagine** our  
food system



Processing

Production

Accessibility

**UNIVERSITY OF CALIFORNIA**  
Agriculture and Natural Resources

# Food Systems Resiliency Series objectives:

Tour different parts of the Food System to:

- Improve knowledge and understanding
- Identify and share available existing electronic information (resource kits)
- Identify information gaps
- Brainstorm
- Recruit additional participants

# Larry Forero

UCCE Livestock & Natural Resources  
Advisor Shasta and Trinity Counties



# Dan Macon

UCCE Livestock & Natural Resources  
Advisor Placer-Nevada-Sutter-Yuba



# Vince Trotter

UCCE Sustainable Ag Coordinator and  
Agricultural Ombudsman Marin County



# Thoughts on niche beef marketing...

Larry Forero  
University of California  
Cooperative Extension

# Commodity to a Product



# Niche Meat Marketing

- Small market growth potential
- Branded label (Different)
- Localized & Regional marketing
- Defining a trend or need (COVID-19?)

# Know the target consumer



- Identify market based on something other than *“if I produce it they will buy it”*
- Research costs, returns and customer preferences
- Understand potential problems and have a plan to address them





# Questions from customers...



- *“I bought a 1250 lb beef and this is all the meat I got?”*
- *“How much do I owe you? That seems like a lot.”*
- Response to a potential customer who was “shopping price” on the phone: *“Nope, we’re the most expensive, you don’t want to come here.”*

# Hind Quarter (300 lb, YG 3)

	Lbs.	%
■ Round Steak	27.0	18.8
■ Rump Roast (boneless)	9.9	6.9
■ Steaks Porterhouse, T-bone and Club	15.3	10.6
■ Sirloin Steak	24.9	17.3
■ Flank Steak	1.5	1.0
■ Lean trim	21.0	<b>14.6</b>
■ Kidneys	.9	.6
■ Waste (fat, bone, & shrinkage)	<u>43.5</u>	<u>30.2</u>
■ Total	144	100

# Front Quarter

	Lbs.	%
■ Rib Roast	18.3	11.7
■ Blade Chuck Roast	26.7	17.1
■ Arm Chuck Roast (boneless)	17.4	11.2
■ Brisket (boneless)	6.3	4.0
■ Lean trim	49.2	<b>31.6</b>
■ Waste (fat, bone, & shrinkage)	<u>38.1</u>	<u>24.4</u>
■ Total	156	100

Table 1. PURCHASED YEARLINGS FINISHED ON GRASS

Carcass Beef

20 Head Sacramento Valley – 2017

<b>Production/Sales:</b>		<b>Animals</b>	<b>Weight</b>	<b>Dollar Value</b>	<b>Gross Value</b>	<b>\$/Cow (1)</b>
Calves Purchased		20	800	1.35	21,600	1,080.00
Carcasses Sold		20	627	3.75	47,025	2,351.25
<b>Gross Sales Revenue:</b>					<b>25,425</b>	<b>1,271.25</b>
<b>Operating Inputs:</b>		<b>Units</b>	<b>Animals</b>	<b>\$/Unit</b>	<b>Total Costs</b>	<b>\$/Cow</b>
Pasture (2)	AUM	6.00	20	30.00	3,600	180.00
Salt/Mineral Supplements	Tons	0.50	20	240.00	120	6.00
Hay	Tons	1.00	20	120.00	120	6.00
Veterinary/Medical	Each		20	3.95	79	3.95
Death Loss (1% of purchased price)				216.00	216	10.80
Brand Inspection	Each		20	1.25	25	1.25
Checkoff (Marketing Order Promotion)	Each		20	1.00	20	1.00
Harvest Costs	Carcass		20	100.00	2,000	100.00
Cut and Wrap	Pounds	627	20	1.00	12,540	627.00
Marketing Costs (Advertisement)	Each		20	35.00	700	35.00
1-Ton Pickup Truck	Miles	1,000		0.54	535	26.75
Stock Trailer	Miles	400		0.20	80	4.00
ATV-4WD	Miles	1,000		0.35	350	17.50
Horse (shoes, vet, & feed)	Each		1	200.00	200	10.00
<b>Total Operating Input Costs:</b>					<b>20,585</b>	<b>1,029.25</b>
<b>Net Revenue Above Operating Input Costs:</b>					<b>4,840</b>	<b>242.00</b>
<b>Cash Overhead Costs:</b>						
Interest on Operating Capital (3)					506	25.31
Insurance (Liability)					907	45.35
Overhead (Office Expenses)					250	12.50
<b>Total Cash Overhead Costs:</b>					<b>1,663</b>	<b>83.16</b>
<b>Total Cash Costs:</b>					<b>22,248</b>	<b>1,112.41</b>
<b>Net Revenue Above Total Cash Costs:</b>					<b>3,177</b>	<b>158.84</b>
Annual Capital Recovery					2,177	108.85
<b>Total Costs:</b>					<b>24,425</b>	<b>1,221.26</b>
<b>Net Revenue Above Total Costs:</b>					<b>1,000</b>	<b>49.99</b>

## UC COOPERATIVE EXTENSION-AGRICULTURAL ISSUES CENTER

Table 3. RANGING ANALYSIS FINISHED ON GRASS

Beef Cattle

20-Head Sacramento Valley-2017

Carcass Sales							
Weight per Animal (lb)	627	627	627	627	627	627	627
Animals Sold	20	20	20	20	20	20	20
\$/lb	2.50	2.75	3.25	3.75	4.25	4.75	5.25
<b>Gross Sales Revenue:</b>	<b>31,350</b>	<b>34,485</b>	<b>40,755</b>	<b>47,025</b>	<b>53,295</b>	<b>59,565</b>	<b>65,835</b>
Animal Purchase Cost (20 calves)	21,600	21,600	21,600	21,600	21,600	21,600	21,600
<b>Revenue less Purchase Cost:</b>	<b>9,750</b>	<b>12,885</b>	<b>19,155</b>	<b>25,425</b>	<b>31,695</b>	<b>37,965</b>	<b>44,235</b>
Total Operating Input Costs	20,585	20,585	20,585	20,585	20,585	20,585	20,585
<b>Revenue above Operating Input Costs:</b>	<b>-10,835</b>	<b>-7,700</b>	<b>-1,430</b>	<b>4,840</b>	<b>11,110</b>	<b>17,380</b>	<b>23,650</b>
Total Cash Costs	22,248	22,248	22,248	22,248	22,248	22,248	22,248
<b>Net Revenue above Total Cash Costs:</b>	<b>-12,498</b>	<b>-9,363</b>	<b>-3,093</b>	<b>3,177</b>	<b>9,447</b>	<b>15,717</b>	<b>21,987</b>
Total Operating Costs	24,425	24,425	24,425	24,425	24,425	24,425	24,425
<b>Net Revenue above Total Costs:</b>	<b>-14,675</b>	<b>-11,540</b>	<b>-5,270</b>	<b>1,000</b>	<b>7,270</b>	<b>13,540</b>	<b>19,810</b>

Farmers' Market Sales							
Weight per Animal (lb)	350	350	350	350	350	350	350
Animals Sold	20	20	20	20	20	20	20
\$/lb	5.50	6.00	6.50	7.00	7.50	8.00	8.50
<b>Gross Sales Revenue:</b>	<b>38,500</b>	<b>42,000</b>	<b>45,500</b>	<b>49,000</b>	<b>52,500</b>	<b>56,000</b>	<b>59,500</b>
Animal Purchase Cost (20 calves)	21,600	21,600	21,600	21,600	21,600	21,600	21,600
<b>Revenue less Purchase Cost:</b>	<b>16,900</b>	<b>20,400</b>	<b>23,900</b>	<b>27,400</b>	<b>30,900</b>	<b>34,400</b>	<b>37,900</b>
Total Operating Input Costs	15,045	15,045	15,045	15,045	15,045	15,045	15,045
<b>Revenue above Operating Input Costs:</b>	<b>1,855</b>	<b>5,355</b>	<b>8,855</b>	<b>12,355</b>	<b>15,855</b>	<b>19,355</b>	<b>22,855</b>
Total Cash Costs	21,642	21,642	21,642	21,642	21,642	21,642	21,642
<b>Net Revenue above Total Cash Costs:</b>	<b>-4,742</b>	<b>-1,242</b>	<b>2,258</b>	<b>5,758</b>	<b>9,258</b>	<b>12,758</b>	<b>16,258</b>
Total Costs	23,819	23,819	23,819	23,819	23,819	23,819	23,819
<b>Net Revenue above Total Costs:</b>	<b>-6,919</b>	<b>-3,419</b>	<b>81</b>	<b>3,581</b>	<b>7,081</b>	<b>10,581</b>	<b>14,081</b>

# Current Example



- 1/2 Choice side of beef  
\$3.98/lb carcass weight  
into the freezer
- 700 lb carcass weight  
 $350 \text{ lb} * \$3.98 = \$1393/\text{side}$
- \$2786/head gross  
return  
Locally, that is the  
competitive product.

# Couple of simple and free resources...

<https://anrcatalog.ucanr.edu/pdf/8500.pdf>

**University of California**  
Division of Agriculture and  
Natural Resources

ANR Publication 8500 | July 2014  
<http://anrcatalog.ucanr.edu>

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## Niche Beef Production

### Chapter 1. Introduction

Larry C. Forero is University of California Cooperative Extension farm advisor, livestock and natural resources, Shasta and Trinity Counties; Glenn A. Nader is UCCE farm advisor, livestock and natural resources, Sutter, Yuba, and Butte Counties; Roger S. Ingram is UCCE farm advisor, livestock and range management, Placer and Nevada Counties; and Stephanie Larson is UCCE farm advisor, livestock and range management, Sonoma and Marin Counties.

**This publication is a beginning resource** for anyone who is interested in developing a niche beef marketing program. Here you will find information on finishing, processing, labeling, and marketing the niche beef product as well as case studies of beef enterprises that will help you better understand the meat product you will be producing.

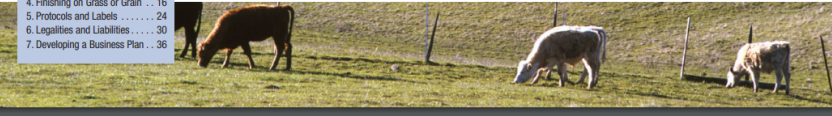
Traditional beef cattle operations are land-, labor-, and capital-intensive. Profit margins for traditional ranches that sell calves into the commodity trade are relatively low. A recent UC Cost study estimates a return over cash costs of approximately negative \$20 per cow (Forero et al. 2008), and when the value of cattle is adjusted for inflation, returns are even lower (Figure 1.1) (Forero 2002).

The combination of high operation costs and relatively thin profit margins has led to increased interest in offering a value-added, ranch-raised product that will sell for higher prices. The scale of the operation can range from a few head to thousands of head per year. The availability of ranch-raised meat products has increased in recent years, to where they are now found in natural food stores, restaurants, and farmers' markets.

Changing the business structure of a ranch that sells live animals for meat requires a new set of skills and knowledge. To be successful, the producer must know how to produce the product and also how to work well with people; he or she must be able to produce a high-quality, wholesome product, and to market the product as "story beef."

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<https://coststudyfiles.ucdavis.edu>

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AGRICULTURAL ISSUES CENTER  
UC DAVIS DEPARTMENT OF AGRICULTURAL AND RESOURCE ECONOMICS

### SAMPLE COSTS FOR BEEF CATTLE



**FINISHED ON GRASS**  
20 Head Northern Sacramento Valley - 2017

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# Things to think about...

- Location
  - Processing plant (also scheduling)
  - Market selling into
- Costs
- Transportation
- Inventory management and storage
- Liability insurance





# *Solutions for California*

PRACTICAL | CONNECTED | TRUSTED

# Dan Macon

Livestock and Natural Resources Advisor  
UCCE – Placer-Nevada-Sutter-Yuba

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# Does direct marketing meat add value to livestock?

The Short Answer: It Depends!

The Long Answer: It's Complicated...

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# Systems Thinking...



- If we think about niche marketing of meat in terms of our food system, we need to start with our goals! Do we want...
  - Economic efficiency?
  - Equity for all participants??
  - Value? For whom? Consumers? Producers?
  - Choice?
  - Resilience? What does resilience mean? Production resilience? Processing resilience?

# The Long Answer...

- As producers (ranchers), we need to look at our meat businesses separately from our livestock businesses! Who are our customers? Who are our consumers? Our answers change depending on how we market.
- First, a few definitions:
  - Gross Revenue: the total income from product sales
  - Direct (or Variable) Costs: those expenses that vary directly with the number of units we're producing
  - Overhead Costs: those expenses that we incur regardless of the number of units produced.
- We also need to know a few key things about our product (meat):
  - Total retail product (NOT hot carcass weight or dressing percentage) – this is the weight of meat in the package.
  - Retail yield of primal cuts (what % of that retail product will be racks, or ribeyes, or ground meat, etc.?).
  - Average retail price per pound.

# Economic Analysis

- Gross Revenue

Retail product per head

X Average price/lb

= Total Revenue per Head

X Number of Head per Batch



- Direct Costs

- Processing costs

- Slaughter

- Cut and Wrap

- Labels

- Live Animal Value!

- What is the net value of the live animal if you sell it live?

- **Your meat business must buy this live animal from your livestock business (at least on paper)!**

# Economic Analysis (Continued)

- Overhead Costs
  - Labor (time to and from processor, time spent marketing, managing inventory, etc.)
  - Transportation (costs the same to pull a full trailer as it costs to haul one animal)
  - Storage
  - Marketing and Sales

## Our basic equation

$$\begin{aligned} & \text{Gross Revenue} \\ & - \underline{\text{Direct Expenses}} \\ & \text{Gross Margin} \\ & \\ & - \underline{\text{Overhead}} \\ & \text{Profit (or Loss)} \end{aligned}$$

# Economies of Scale = Economic Efficiency?

- In our business, processing and marketing 1 lamb at a time resulted in a **\$400 LOSS** compared with selling a live animal at auction!
- If we could process and market 20 lambs at a time, this would **ADD** approximately **\$28/head** in value over selling a live animal.

- Moral of the Story: ALWAYS take a full trailer to the processor!





# A Few Final Questions...

- Are you set up to raise finished animals?
- How will you market your meat products? By the whole or half? By the piece?
- How many animals do you need to process at a time to spread your overhead over enough units to be profitable? How long will it take you to market this much meat?
- Can you afford the drain on your cash flow (for processing, storage, etc.) necessary to “add” value?
- Can your livestock business afford to wait to get paid until your meat business has marketed the entire animal?
- Are there other ways to get at this? Alliances? Cooperatives? Selling to a larger direct marketer?

# Additional Resources

- Ranching in the Sierra Foothills Blog
  - Does Direct Marketing Add Value to Meat?  
<https://ucanr.edu/blogs/blogcore/postdetail.cfm?postnum=43123>
  - Marketing Meat: Why It's Not Quite that Simple  
<https://ucanr.edu/blogs/blogcore/postdetail.cfm?postnum=41282>
  - Challenges for Direct-Market Meat Production  
<https://ucanr.edu/blogs/blogcore/postdetail.cfm?postnum=30656>
  - Selling Meat vs. Selling Livestock  
<https://ucanr.edu/blogs/blogcore/postdetail.cfm?postnum=27356>
- Foothill Farming Niche Meat Marketing Resources  
[https://ucanr.edu/sites/placervevadasmallfarms/Livestock/Niche\\_Meat\\_and\\_Processing/](https://ucanr.edu/sites/placervevadasmallfarms/Livestock/Niche_Meat_and_Processing/)

# Vince Trotter

UC Cooperative Extension Marin



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## 2 Alternative Models for Meat Producers

1. Ranch-harvested livestock
2. Ranch-harvested poultry
3. *Retail-exempt cut-and-wrap*

# Polling question

Do you work with ranchers who offer “hog shares”, “freezer beef” or other similar programs to customers?

Yes, no, does not apply



## FREEZER BEEF

BROCK FARMS ANGUS CATTLE

WE ARE NOW TAKING ORDERS FOR 2021.

Thank you to all our new customers and the many phone calls we have received!  
We are now booking for 2021 - get your spot reserved now!!

Please contact Kris at 317-850-3434 or [brockangus4@gmail.com](mailto:brockangus4@gmail.com) to book your 1/4, 1/2, or whole cow.



# Whole animals for custom processing

Opportunities	Obstacles
Direct line to consumers	Narrow band of consumers
Lower processing costs (transport, processing)	“High touch” transaction
Higher sense of independence/control	Limits on volume
No inventory maintenance	Limits on species
Improved animal welfare	

# Polling question

Have you had inquiries from ranchers that are interested in on-farm poultry processing?

Yes, no, does not apply



# On-farm poultry processing

Opportunities	Obstacles
Direct line to consumers	Requires right-sized sweet spot
Lower processing costs (transport, processing)	Skills take time
Improved animal welfare	Heightened food safety liability
	Limits on staffing
	Limits on volume
	Limits on sales channels



# Retail-exempt cut-and-wrap



Opportunities	Obstacles
Alternative to cut-and-wrap bottleneck	Requires right-sized sweet spot
Low permitting costs	Requires skilled labor
Higher sense of independence/control	Up-front costs for equipment, space
Flexible market channels	Not well understood by local officials
	Limits on sales to wholesale buyers

For Farmers & Ranchers

- COVID-19 Resources
- Livestock and Dairy
- Crops
- Poultry and Eggs**
- Nurseries
- Farm Enterprise Management
- Factsheets, Workshops, and Other Resources
- Sustainable Practices
- Getting Started in Farming & Ranching in Marin
- Water

**Let Us Know...**

Ask us a question, share a resource, or sign up to receive news about events, workshops, and other

## On-Farm Poultry Processing

The lack of inspected poultry processing plants in California has created interest among small scale producers for on-farm processing of broilers for sale. This page addresses the regulations, food safety and logistical considerations of building an on-farm poultry processing enterprise.



### Business Model

- Economics of On-Farm vs. Inspected Processing: One Small California Farm - UCCE Marin
- Q&A with an On-Farm Poultry Processor - UCCE Marin
- Economic Feasibility Study – Mobile Processing Units for Small Scale Pasture Poultry Farmers
- SARE: Profitable Poultry – Raising Birds on Pasture
- NCAT-ATTRA: Poultry Entrepreneurship Resources
- NCAT-ATTRA: Growing Your Range Poultry Business: An Entrepreneur’s Toolbox

### Regulations

- UCCE Marin Workshop: Poultry Processing for Commercial Sale - 8/22/17
- Local, State & Federal Regulations for On-Farm Poultry Processing - UCCE Marin
- CDFA Meat Poultry & Egg Safety Branch: Exempt Poultry Questions from CDFA to USDA
- CDFA Meat Poultry & Egg Safety Branch: Flowchart for Exempt Poultry sales through CSA
- 

For Farmers & Ranchers

- COVID-19 Resources
- Livestock and Dairy**
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**Let Us Know...**

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## Selling Whole Animals for Custom Processing

*“Freezer beef”. “Cow share”.*

*Selling customers a whole or partial steer for their freezer is nothing new to small California ranchers. Until 2019, however, that practice has been illegal under state law. The passage of AB 2114 in 2018 lifted the ban in California and placed a set of standards on the transaction, opening the door for California ranchers to confidently add this method of sales to their business model.*

### Related Resources:

- [Printable factsheet on Whole Animal Sales for Custom Processing](#)
- [Selling animals by live weight](#)
- [Typical carcass yields from cattle, sheep, hogs & goats](#)
- [Frequently Asked Questions](#)

### Why sell whole animals for custom processing?

- In a whole animal sale with custom exempt processing, the rancher can talk directly to the consumer, answering questions related to breed, feed, animal welfare and stewardship of the land.

Fundamentals of Beef Management



Publication Number: 3495  
Copyright Date: 2006  
Length: 140 pp.  
Language: English

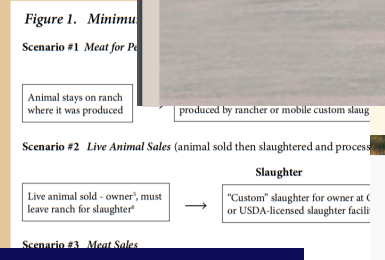
Selling Whole & Processing



"Freezer beef". "Selling customers their freezer is no California ranch practice has been. The passage of A ban in California standards on the door for California add this method model."

- Record-keeping**  
In order to demonstrate that this transaction is in keeping with state and federal rules, everyone involved needs to keep certain records. This also preserves transparency and traceability for the meat products.
- RANCHER RECORDS:**
- Name, address, phone number, email of customer buying whole or partial animal
  - Tag number/ID of animal being purchased
  - Price paid
  - Date of transaction transferring ownership
  - Date of harvest
  - Copy of Weighmaster Certificate (if rancher is selling animal by live weight)
- MOBILE SLAUGHTER OPERATOR RECORDS:**
- Description of animal harvested including brand and marbling
  - Name, address and telephone number of the person for whom services are being provided (the owner of the animal)
  - Date of harvest and address of the property where the harvest took place as well as the total number of animals harvested
    - Limit of 5 head per premises per month (not including animals for rancher's home use)
  - The name and address of establishment to which carcasses transported for further processing

• [Frequently Asked Questions](#)



POULTRY ENTREPRENEURSHIP

Most producers raise poultry for income, although some raise birds largely for pleasure or other indirect benefits, such as improving pasture fertility, increasing farm diversity, involving youth, etc.



Feasibility and business planning are important in any enterprise, but especially in specialty poultry businesses because of the risks that producers take. Feasibility planning includes personal and family considerations, marketing, production (including technical factors as well as regulatory and

- [SARE: Profitable Poultry – Raising Birds on Pasture](#)
- [NCAT-ATTRA: Poultry Entrepreneurship Resources](#)

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*Profitable Poultry: Raising Birds on Pasture* using pens, movable fencing and pastures. partners with two other producers in process has seen dramatic improvements to his des

Marin  
Water  
[Let Us](#)

RELEVANT PROCESSING

On March 14, 2017 the Marin County Board of Supervisors passed a resolution that allows for on-farm slaughter & processing code gives producers access to a kind of agriculture (CDFA) and United States (FSIS) inspectors during the slaughter of processing pertaining to sanitation and record keeping with practices and procedures that produce also be kept to demonstrate that farms are

- LAND-USE**
- Below are the conditions and standards of use:
- This activity is labeled as "Poultry Processing" and defined as follows: "This land use consists of facilities permanently installed on a site engaged in slaughtering fowl for meat to be sold."
  - Poultry Processing is a Principally Permitted use in lands zoned A3-A60 and forbidden in other ag zones (A2, ARP and all lands within the Coastal Zone)
  - Poultry Processing includes domestic fowl (chickens, ducks, turkeys, geese as well as other domesticated birds such as guineas, squab, and ratites) AND domesticated

**NOTE:** These amendments to the Development Code no impact on slaughter animals for personal use. USDA, CDFA and the grant unrestricted slaughter for your own consumption.

**ON-FARM**  
200 birds @ 1 week  
Farmers Market sales ONLY

	slaughter + process	slaughter only
<b>Whole birds</b>	Bird Costs \$3,247	Bird Costs \$3,247
<b>Parts</b>	Bird Costs \$3,247 Processing Costs \$560	Processing Costs \$1,218
<b>Hybrid (33% whole, 66% parts)</b>	Bird Costs \$3,247 Processing Costs \$507	Processing Costs \$1,256
	Sales Costs \$200	Sales Costs \$200
	Revenue \$5,250	Revenue \$5,250
	<b>NET: \$1,985</b>	<b>NET: \$585</b>

**INSPECTED**  
200 birds @ 1 week  
Farmers Market sales ONLY

	slaughter + process	slaughter only
<b>Whole</b>	Bird Costs \$3,247	Bird Costs \$3,247
<b>Parts</b>	Bird Costs \$3,247 Processing Costs \$1,398	Processing Costs \$1,218
<b>Hybrid (33% whole, 66% parts)</b>	Bird Costs \$3,247 Processing Costs \$1,337	Processing Costs \$1,256
	Sales Costs \$200	Sales Costs \$200
	Revenue \$6,287	Revenue \$5,250
	<b>NET: \$3,050</b>	<b>NET: \$585</b>

TYPICAL MEAT YIELDS FROM LIVESTOCK

The table below shows estimated yields from typical livestock. Actual amounts of packaged meat derived from stock slaughter will vary from animal to animal. Factors that influence the final amount of meat include:

- Animal breed
- Livestock management practices including:
  - Feed type(s)
  - Finishing practices
  - Time on pasture
  - Age at slaughter
- Live weight at slaughter
- Cut-and-wrap practices, including:
  - Bone-in cuts vs. boneless
  - Relative fattiness of cuts
  - Lean percentage of grind

	Live Weight (lbs)	Carcass (dressed) Weight	Packaged Meat
<b>Beef</b>	1000-1350	62-64% of live weight	58-67% of carcass weight
<b>Hog</b>	215-280	72-75% of live weight	60-75% of carcass weight
<b>Lamb</b>	115-145	48-52% of live weight	45-60% of carcass weight
<b>Goat</b>	70-110	40-55% of live weight	65-78% of carcass weight

Live Weight – The weight of the animal at the time of slaughter

Weighmaster certificates

Selling cattle by live weight



If you plan to sell live cattle by weight to customers either as whole animals or as a percentage

## **Polling question**

**Did the information provided improve your knowledge and understanding of farm sales of meat?**

**Yes definitely, somewhat, not much, no**

## Polling question

**Were the electronic resources new to you?**

Yes definitely, somewhat, not much, no

## **Polling question**

**Will you use information from today's webinar with your clientele?**

Yes definitely, somewhat, not much, no

# Discussion—please type your response into the chat box

Q1 What educational outreach curriculum needs have you identified related to food system resilience?

# Discussion—please type your response into the chat box

Q2 What research gaps exist related to food system resilience?



# Discussion—please type your response into the chat box

Q3 Which community partners might be interested in working on food system resilience research, education or solutions?

# Discussion—please type your response into the chat box

Q4 Might you consider working collaboratively to develop a research project or educational curriculum related to today's webinar topic?

# Discussion—please type your response into the chat box

Q5 Are you available to participate in a future webinar presentation?



Food Systems Resiliency Webinar Series #4

10 to 11 am

# *Beef Supply Chain and Market Disruptions during COVID-19*

Registration at: <https://ucanr.edu/survey/survey.cfm?surveynumber=30628>

2020 has shaken up the beef industry across the nation from global trade to national processing and local beef sales at the farm gate. The UC ANR Food Systems Resiliency Webinar on August 25 from 10 to 11 will feature 4 speakers for a deeper look at beef production direct sales and ranch to table operations. **Dr. Tina Saitone**, Associate Cooperative Extension Specialist, Agricultural and Resource Economics will discuss beef national markets, supply chain disruptions and consumer demand. **Lori and Kirby Swickard** with 5 Dot Ranch with a cattle grazing operation in Northern California, along with a butcher shop and restaurant in Napa will discuss ranching during COVID-19, with a special focus on vertical integrated operation. Lastly, **Morgan Doran**, UC Cooperative Extension Livestock and Natural Resources Advisor will provide up-to-date information on the regulatory challenges with direct farm sales.

**UNIVERSITY OF CALIFORNIA**  
Agriculture and Natural Resources