

Meat Quality and Safety

Quality

1. Was the product purchased or produced?
2. What body type beef animal is being fed?
3. Is it a steer or heifer?
4. How long has it been fed?
5. What has it been fed?
6. How did they determine it was “finished”?
7. How old was the animal?
8. Where was it processed?
9. How long did it age in the cooler?

Safety

1. Did the meat have any off-odors?
2. How was it packaged?
3. Was the product discolored?
4. Was it ground or whole-muscle?
5. How old is the meat from the time of harvest?
6. Was it refrigerated or frozen? How long?
7. Was the product further processed?

Direct marketing

1. What types of products/animals are to be offered for sale?
2. Experience in merchandizing?
3. Who will process the product?
4. Do you have insurance?
5. What makes your product different?
6. Can you market the entire animal?
7. How many animals are you looking to direct market?
8. Will this be the sole market or will it be an additional option?

