Direct/Local Meat Enterprise

Upcoming Events: May 8th, ES Good Barn, Future of Kentucky Agriculture
May 19 & 20th, KSU, Producer Training for Mobile Processing Unit

This newsletter is mailed to anyone who is interested in learning about and helping with direct and local meat marketing opportunities.

This Project is a joint effort of several groups, farmers, UK, KY Dept of Ag, KY State U., Partners for Family Farms and others.

It is supported by UK, the Ky Dept of Ag and the USDA.

More info?
Kenny Burdine
UK - Ag. Econ.
Lexington, KY 40346-0276
(859) 257-7257
email: kymeat@ca.uky.edu

Taking Advantage of Food Safety Concerns

The recent concern over Mad Cow and Foot and Mouth Disease may present an opportunity for direct marketers. As these concerns continue to grow, livestock producers can capitalize on the origin of their meat. Concerned consumers may be willing to pay more if they know where the meat they eat is coming from and how it was produced.

By adding a personal touch to meat sales, the producer can ease fears over the safety of meat products. Allow your customers to see the live animals if they desire. Be up-front about your feeding practices, health program, and processing procedures. Through education, direct marketers can build the type of system that meets the expectations of consumers and provides producers a lucrative market.

Beef Quality and Consistency

As an ongoing part of the project, we have been keeping records on animals processed in the meat lab. This data is not only useful to the producer, but it also allows us the opportunity to evaluate animals from diverse backgrounds. Consequently, we have been able to examine the consistency and quality of locally produced beef.

In total, 28 beef carcasses have been graded. Two made Prime, 7 reached Choice, 5 graded high Select, and 7 graded Standard. This pattern was relatively consistent with carcass data from the UK FACTS Program.

Additionally, many of the low Select and Standard animals were targeted towards lean beef markets. If these animals were excluded, and we examined only those producers who were targeting Choice, these numbers would look very impressive.

Beef Update

On May 18th, four beef carcasses were processed at the UK Meat Lab. The average carcass weighed 607 pounds. Two of the animals graded low prime, while the other two graded high select.

There was little correlation between carcass weight and quality grade, however, the two prime animals had significantly lower yield grades. These animals were produced and processed for a small college in Washington County. The meat will be served to students and staff at the dining hall.

Training for Mobile Processing Unit

Poultry producers who are interested in using the Mobile Processing Unit (MPU) must attend a training session prior to using the unit. The first training session has been scheduled for May 29th and 30th. The 29th will be an afternoon session, while the 30th will last for the entire day. The cost for the training is $50 per person. The training
session will cover reserving the unit, set-up, take-down, sanitation, HACCP, processing, labeling, recalls, and waste disposal. If you are interested in using the MPU, contact Sue Weant at (859) 233-3056 to register for this training.

**Future of Kentucky Agriculture Program**

You are invited to join Partners for Family Farms and the University of Kentucky College of Agriculture on Tuesday May 8th. John Mark Hack will be speaking on the Future of Kentucky Agriculture at the E.S. Goodbarn. Following the program, lunch will be provided from Kentucky products. If you are interested in attending, please RSVP to Sue Weant at (859) 233-3056.

---

**Meat Price Report (per cwt.)**

<table>
<thead>
<tr>
<th>Beef</th>
<th>Current</th>
<th>Yr. Ago</th>
<th>Pork</th>
<th>Current</th>
<th>Yr. Ago</th>
</tr>
</thead>
<tbody>
<tr>
<td>Slght. Steer</td>
<td>$75</td>
<td>$74</td>
<td>Slght. Hog</td>
<td>$49</td>
<td>$50</td>
</tr>
<tr>
<td>Beef Cutout</td>
<td>$124</td>
<td>$127</td>
<td>Pork Cutout</td>
<td>$70</td>
<td>$70</td>
</tr>
<tr>
<td>Whsl. Ground 90%</td>
<td>$118</td>
<td>$106</td>
<td>Whsl. Ham</td>
<td>$56</td>
<td>$46</td>
</tr>
<tr>
<td>Whsl. Chuck</td>
<td>$85</td>
<td>$88</td>
<td>Whsl. Loin</td>
<td>$95</td>
<td>$96</td>
</tr>
<tr>
<td>Avg. Retail</td>
<td>$298</td>
<td>$270</td>
<td>Avg. Retail</td>
<td>$265</td>
<td>$252</td>
</tr>
</tbody>
</table>

Sources: Livestock Marketing Information Center
USDA - Livestock Situation and Outlook

---

**For Change of Address Return Address Label**

__________________________
Dr. A. Lee Meyer
Extension Professor and
Extension Specialist in Livestock Marketing

__________________________
Kenneth H. Burdine
Extension Associate

Department of
Agriculture Economics
416 Ag. Engineering Bldg.
Phone: (859) 257-7276
FAX (859) 323-1913