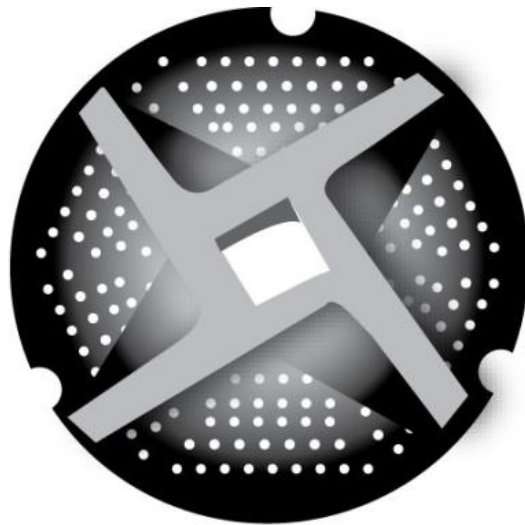


Building the Capacity of Small Meat Processors: Successes and Lessons from North Carolina



NICHE MEAT PROCESSOR

ASSISTANCE NETWORK



January 7, 2015

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Today's webinar

NC Choices Technical Assistance Project

Project goals:

1. Enhance the economic viability of both NC producers and NC processors.
2. Improve the quality and quantity of processing services available in the state.



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NC Choices

Sarah Blacklin



Casey McKissick





Supporting Sustainable Rural Economic Development through the Advancement of North Carolina's Niche Meat Industry

Project Description:

To provide one-on-one technical assistance on a range of topics to a group of NC's most frequently used meat processors that provide custom processing for local farmers.





Supporting Sustainable Rural Economic Development through the Advancement of North Carolina's Niche Meat Industry

Project Goals:

Enhance the economic viability of both NC producers and NC processors.

Improve the quality and quantity of processing services available in the state.





Supporting Sustainable Rural Economic Development through the Advancement of North Carolina's Niche Meat Industry

Project Implementation:

- (1) Application process started in Fall 2012
- (2) Technical support varied depending on processor's needs
- (3) At project's end, participants received \$5,000 to work towards business goals

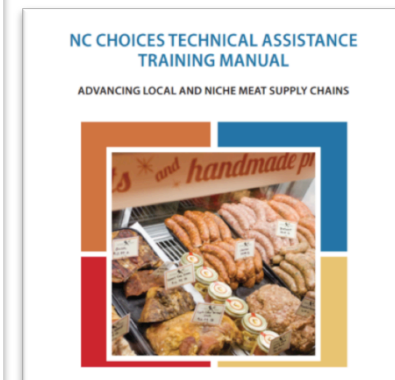
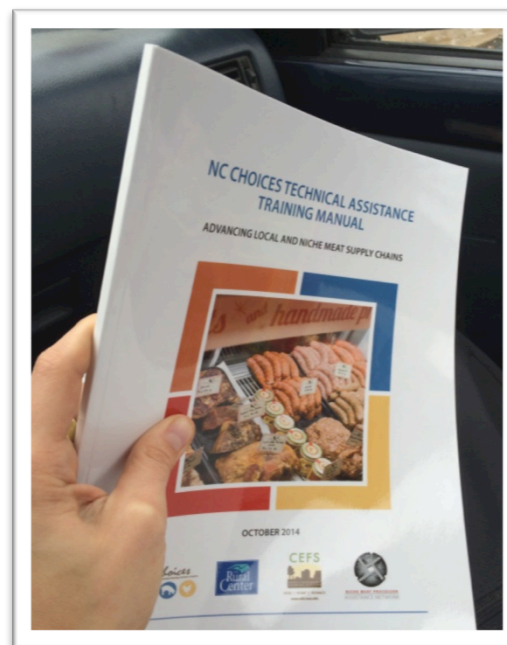




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Achievements:

- (1) Five successful and innovative projects were implemented.
- (2) The NC Choices Tech Assistance Project Training Manual provides sharable lessons learned, innovative processor strategies, and interactive templates.





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Processor Participants:

- (1) Rose Mountain Butcher Shoppe
- (2) Foothills Pilot Plant
- (3) Acre Station Meat Farm
- (4) Chaudhry Halal Meats
- (5) Mays Meats





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Rose Mountain Butcher Shoppe:

Goal: create a successful, farmer-owned butcher shop sourcing local whole animals at competitive prices

Assistance Provided:

- financial management (QuickBooks)
- strategic marketing
- training on whole animal procurement





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Foothills Pilot Plant (FPP):

Goal: develop a “cloud-based” system to improve food safety record-keeping

Assistance Provided:

- paired plant with an IT consultant to develop and launch cloud-based record keeping systems
- FPP has also hired an IT consultant to design a cloud-based HACCP record keeping app for small-scale processors





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Acre Station Meat Farm (ASMF):

Goal: offer a ready-to-eat line of products, develop better packaging options

Assistance Provided:

- helped secure outside funding to purchase a Thermoform packaging machine
- paired ASMF with a processor in PA to pilot a new computer software program for small plants
- hired a consultant to develop an expansion plan for RTE products





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Chaudhry Halal Meats:

Goal: develop competitive packaging options and improve overall plant efficiency and customer service

Assistance Provided:

- identify key equipment needed to improve inventory management and efficiency
- worked with a consultant to execute an overall efficiency audit





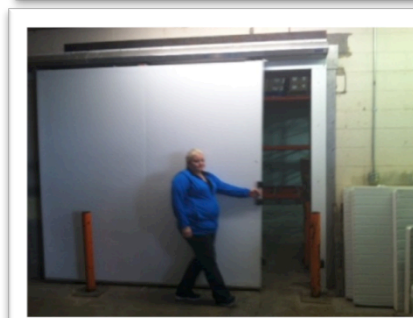
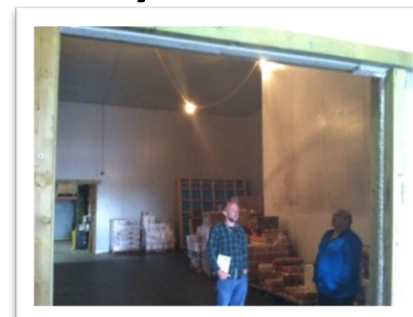
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Mays Meats:

Goal: expand their existing physical space and/or expand business to another location

Assistance Provided:

- worked with a consultant to execute a strategic expansion plan
- helped secure funding to expand cooler space
- worked with Mays Meats to develop and launch a customer manual





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Richard Huettman



Acre Station Meat Farm Pinetown, NC





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Acre Station Plant Expansion





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Acre Station Plant Expansion





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Acre Station Plant Expansion





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Acre Station Plant Expansion





Amanda Carter

Foothills Pilot Plant Marion, NC





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Foothills Pilot Plant



FOOTHILLS PILOT PLANT
USDA Establishment #P-328
PRESHIPMENT REVIEW CHECKOFF

This form must be completed prior to the release of processed poultry for shipment/return to growers, on each day that product is released. If more than one product is being released, paperwork for each batch must be reviewed before checking off the appropriate log.

Date: 3-20-14 Reviewer: AMANDA COLEMAN

Grower Name & Batch #:	<u>1401 TV</u>	<u>ROUTE KANAK</u>	<input checked="" type="checkbox"/>
Grower Name & Batch #:	<u>1412 CA</u>	<u>ROUTE KANAK</u>	<input checked="" type="checkbox"/>
Grower Name & Batch #:	<u>1413 CA</u>	<u>MICHAEL SIMON</u>	<input checked="" type="checkbox"/>
Grower Name & Batch #:	<u>1410 CA</u>	<u>JOHN OUSON</u>	<input checked="" type="checkbox"/>
Grower Name & Batch #:	<u>1415 CA</u>	<u>LOI MEXICO</u>	<input checked="" type="checkbox"/>
Grower Name & Batch #:	<u>1416 CA</u>	<u>LOI MEXICO</u>	<input checked="" type="checkbox"/>
Grower Name & Batch #:	<u>1402 TV</u>	<u>ROBERTA VIVARE</u>	<input checked="" type="checkbox"/>
Grower Name & Batch #:	<u>1417 CA</u>	<u>JOEY MARIANO</u>	<input checked="" type="checkbox"/>
Grower Name & Batch #:	<u>1404 CA</u>	<u>MELONIE TAVAR</u>	<input checked="" type="checkbox"/>

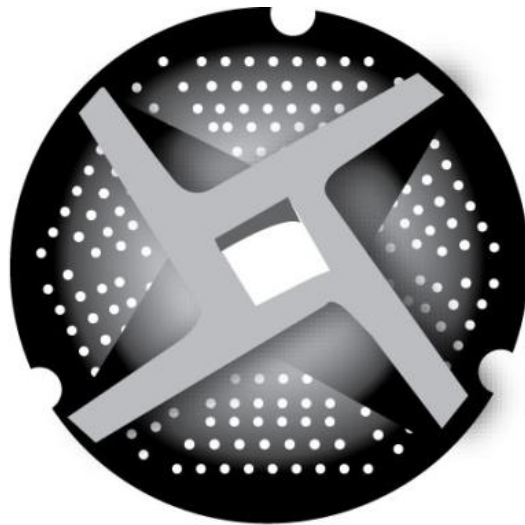
☒ CCP-1: Fecal/Ingesta Log
☒ CCP-2a: Carcass Temperature Log
☒ CCP-2b-3: Washroom Temperature Log
☒ Preshipment Temperature Log checked per order

Notes:

Signature: [Signature]
Records Reviewed By: [Signature] Date: 3/20/14 Time: 2:00p

pus - of / OPERATIONAL
(RECALLS)

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