

# SUCCESS in TEXAS



OUTSTANDING  
REGIONAL  
PROJECT  
2024

## Where's the Beef?

## Economic and Legal Considerations for Direct Beef Sales

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*"I am so glad to have attended this program. It was a day well spent with excellent speakers and current, up to date information. I only wish there had been a program like this available six years ago when we started our beef business!" - Brenham attendee*

### Situation

Many cattle producers are interested in trying a different marketing model where they sell their beef directly to the consumer. Incidentally, many consumers are interested in purchasing beef directly from the farm. Recent data showed that nearly 40 percent of United States (US) ranchers surveyed by AgriWebb's State of the Global Farmer Survey indicated they sell at least some of their cattle directly to consumers. However, there are several key legal and economic issues that must be considered to successfully develop a direct-to-consumer beef sales business.

A producer from Central Texas had already started a direct sales business. Despite being in business for over a year, this producer lacked key knowledge regarding issues such as contractual agreements. He also lacked a solid pricing model and the skill to use software that would help create and maintain price setting.

### Outcomes

After attending the first program in Ft. Worth in March 2022, this producer gained new knowledge and skill. Specifically, he learned about which licenses he needed from the state and the importance of having a custom slaughter agreement for his customers. He also learned how to use spreadsheets and budgets to help with price setting.

### Impact

This producer found the course so valuable that when we mentioned having panelists come join us at the next two programs, he volunteered to serve on the panel. He brought great insight and information to the next programs. It was fun to see this come full circle.

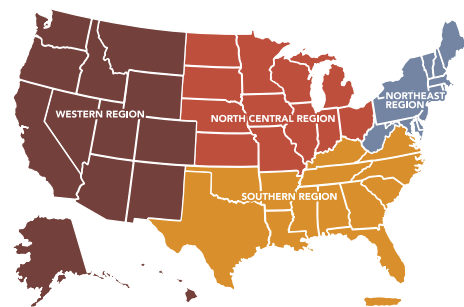
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# SUCCESS in EVERY STATE Extension Risk Management Education

Extension Risk Management Education is delivered through four regional centers that provide grant funding and leadership within their regions.

Projects are producer-focused, outcomes-based and encourage public-private partnerships. Funded projects must identify targeted outcomes that will help producers manage risk and then describe how the project will measure those outcomes.

Extension Risk Management Education has funded innovative programs that have generated tangible outcomes for producers in every state. Commitment to funding outcomes, providing transparent accountability, and encouraging collaboration allow you to view the accomplishments of all funded projects on our website: [ExtensionRME.org](http://ExtensionRME.org)



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