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Analysis of Tennessee Farm-Based Retail Meat Permit Holders

by

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Table of Contents

List of Tables

List of Figures

EXECUTIVE SUMMARY

Consumer participation in the local food movement in the U.S. has grown in the past few decades. With increased interest in local foods by consumers, there has been growing interest on the part of animal farmers in finishing animals, harvesting them, and further processing to capture value-added that may occur from premium prices for local products. One avenue for farmers to capture additional value-added is farm-based retail meat sales. In order for Tennesseans to legally sell meat products directly to home consumers, farmers must ensure that meat animals are harvested and properly packaged and labeled in one of Tennessee's 13 USDA-inspected facilities accepting animals from farmers. Farmers wishing to sell meat directly to retail consumers must hold a Farm-Based Retail Meat Permit. However, little is known about Tennessee's farm-based retail meat permit holders, their business activities, their marketing needs or assistance needs. *The purpose of this study is to obtain information about the state's current industry situation for farm-based retail meat permit holders, their business activities, marketing methods, and participation in value-added educational programs.*

Using a list of farm-based retail meat holders provided by the Tennessee Department of Agriculture, a mail survey was conducted in fall of 2016. Among the farmers holding farm-based retail permits:

- Average number of years permits held by retail meat holders was 3.96.
- Beef was the most frequent type of meat sold, followed by pork, and then chicken and lamb. On average, farmers sold two types of meats with their farm-based retail permits.
- Mean sales per transaction was $730 (median was $40) and estimated sales per customer averaged $2,373 (median was $150).
- Mean 2015 sales were estimated be about $44,000 per year (median of $10,000).
- An 11.3 percent growth in sales is projected from 2015 to 2016.
- Participation in value-added beef marketing programs increased estimated sales by nearly $5,500.
- Half of the farmers sold live animals, primarily beef and pork, in addition to selling meat through permits.
- Most cited venue types where permit holders sell meats were farmers markets and farm-stands/farm stores, followed by door-to-door or personal delivery and whole to restaurants.
- On average, the farmers sold at 2.7 types of venues.
- For those farmers who attended a Tennessee Value-Added Beef Program, 61.9 percent implemented new or improved direct-marketing practices or procedures, which lead to increased sales revenues (87.5 percent), a one-time capital purchase (47.8 percent), or reduced costs or prevented a business loss (40.9 percent).
- Farmers transport their animals to a federally inspected facility at an average of 74.2 miles (median was 60 miles).

Analysis of Tennessee Farm-Based Retail Meat Permit Holders

I. Background on Tennessee Industry

As noted by Low et al. (2015), participation in the local food movement in the U.S. has grown in the past few decades. Nationally, about 6.9 percent of all farms market foods directly to individuals for human consumption, while in Tennessee this percentage is 5.4 percent (2012 Census of Agriculture). In 2007, only 4.5 percent of Tennessee farms sold directly to individuals for human consumption (2007 Census of Agriculture).

With increased interest in local foods by consumers, there has been growing interest on the part of animal farmers in finishing animals, harvesting them, and further processing to capture value-added that may occur from premium prices for local products. Farm-based retail meat sales are one avenue for these farmers to capture additional value-added. However, legal sell of meat products directly to home consumers from farmers requires that the meat animal be harvested in a USDA-inspected facility (see locations of the 13 federally inspected slaughter facilities that accept animals for slaughter from farmers in Figure 1). The meat must be properly packaged and labeled in the USDA-inspected facility. Transportation from the USDA facility to retail

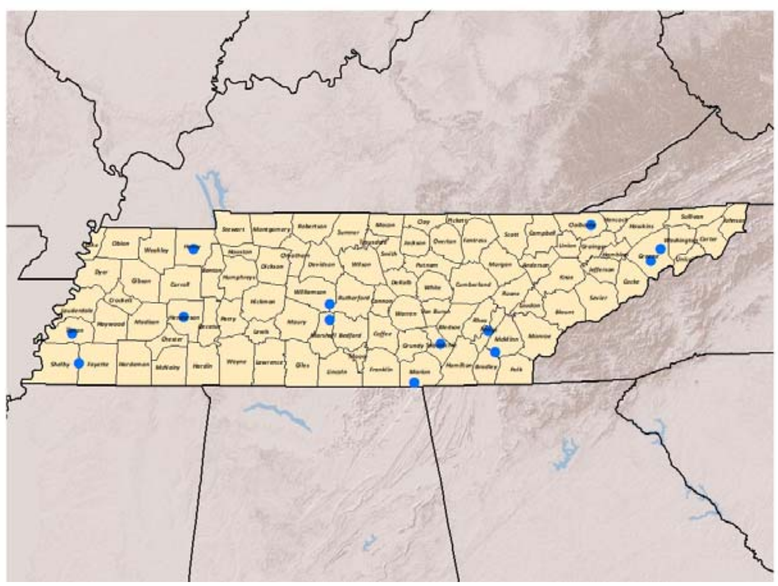

Figure 1. Location of USDA Federally Inspected Slaughter Facilities Accepting Animals for Slaughter from Farmers in Tennessee, 2017

(Source: Pepper, et al. 2016)

customers must occur in a safe manner. The requirements for retail meat sales are outlined in the UT Extension publication: Basic Regulatory Considerations for Retail and Non-Retail Meat Sales in Tennessee (PB1829) (Leffew and Holland 2015). As part of these requirements, farmers wishing to sell meats directly to retail consumers must hold a Farm-Based Retail Meat Permit.

Livestock and livestock products cash receipts in 2015 were $1.6 billion, representing 42.7 percent of Tennessee's cash farm receipts (USDA/ERS 2017). The value of shipments from animal slaughtering and processing (*NAICS 3116*) for the state in 2015 was $3.5 billion (US Census, 2017). While estimates of the direct meat sales by Tennessee's livestock and poultry farmers have not been readily available, the 2012 Census of Agriculture estimated that 5.4 percent of all Tennessee farms had direct sales to consumers, and the value of direct sales was $19.2 million or about 0.5 percent of all farms (USDA/NASS 2014).

II. Study Purpose

Farmers who are willing to sell meat directly to consumers with farm-based retail permits constitute an emerging segment of Tennessee's agriculture where value-added is being captured at the farm level. However, little is known about farm-based retail meat permit holders, their business activities, their marketing methods or assistance needs. ***The purpose of this study is to obtain industry-specific information regarding farm-based retail meat permit holders, their business activities, marketing methods, and their participation in value-added educational programs.*** This information can help educators, service providers, policymakers, and other industry participants gain a better understanding of emerging farm-based retail meat businesses in the state with a focus on helping foster industry growth.

III. Survey and Data

To obtain information about Tennessee's farm-based retail meat permit holders, a mail survey was conducted in 2016. The list of farm-based retail meat permit holders was provided by the Tennessee Department of Agriculture (TDA). A total of 151 farmers holding retail meat permits were contacted for survey.

The survey instrument contained several sections. The first section asked questions about the respondents' farm-based retail and custom harvest sales, in particular their retail meat sales activity, sales values, types of meat sold, projected meat sales, types of markets used for retail sales, and custom harvest sales. The second section included questions about the farmers' participation in value-added educational programs. This section included questions about attendance at educational workshops, use of educational information, and perceived impacts of participation in educational activities on retail meat activity. The final set of questions asked about farmer demographics, including age, primary occupation and education level. A copy of the survey instrument is available in the Appendix at the end of this document.

IV. Results

Of the 151 farmers contacted, a total of 63 farmers responded. This was a response rate of 41.7 percent.

A. Farm-Based Retail Meat Sales and Live Animal Sales for Cotton Harvest

A total of 59 farmers with farm-based retail permits responded to the survey. Among these farmers, the average number of years the permit had been held was 3.96 (n=56). All but one of the farmers were currently selling meat with their farm-based retail permit. Among those currently producing and selling meat with their farm-based retail permit, the most frequently sold type of meat was beef at 86.0 percent, followed by pork at 45.6 percent, and then by chicken and lamb at 24.6 percent each (n=57) (see Figure 2). On average, the farmers sold 2.0 types of meats with their farm-based retail permits. When asked what type of meat was *most commonly sold* among those with more than one type of sales, 56.7 percent indicated the majority was from beef, while 26.7 indicated the

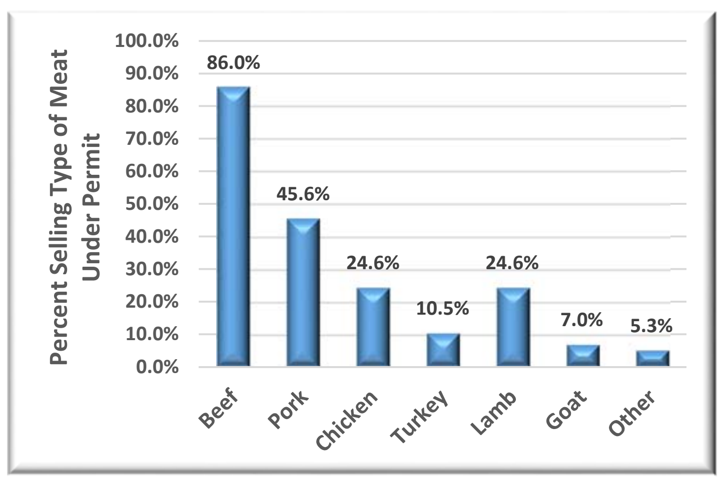

Figure 2. Types of Meats Sold by Tennessee Farm-Based Retail Permit Holders, 2016

majority was from pork (n=30). On average, the farmers sold meat from 65.9 head (per farmer) under their permit in 2015 (this does not include live animal sales for custom harvest).[1] If this is limited to those selling primarily beef, the average head sold as meat was 22.4 (n=25), while those selling primarily hogs averaged 43.9 (n=9). Projected for 2016, farmers planned to sell meat from 98.9 head (n=57). For primarily beef sellers, this was 26.5 (n=25) and 48.9 (n=9) for those primarily selling meat from hogs. Those with primarily chickens planned to grow the number of head sold substantially, explaining the jump in the number of head to be sold from 2015 to 2016. [2]

As shown in Figure 3, when asked a categorical question about 2015 annual gross meat sales per farmer with permits, about 26 percent of the farmers had gross retail meat sales under the permit of less than $5,000 per year. About 14 percent had sales of $5,001 to 10,000 and an additional 31.6 percent had sales from $10,001 to $25,000. If the mid-points of the sales categories are used and $100,000 is assumed for the highest sales category, the average sales per farmer under the retail meat permit is $30,482.46 (N=42). Comparing the 2015 and projected 2016 sales categories, it appears permit holders plan to increase their value of sales under the permits in 2016. Using the mid-points, the projected sales for 2016 under the permit would be $33,922.41 (N=58), which represents a $3,400 increase or around 11.3 percent growth.

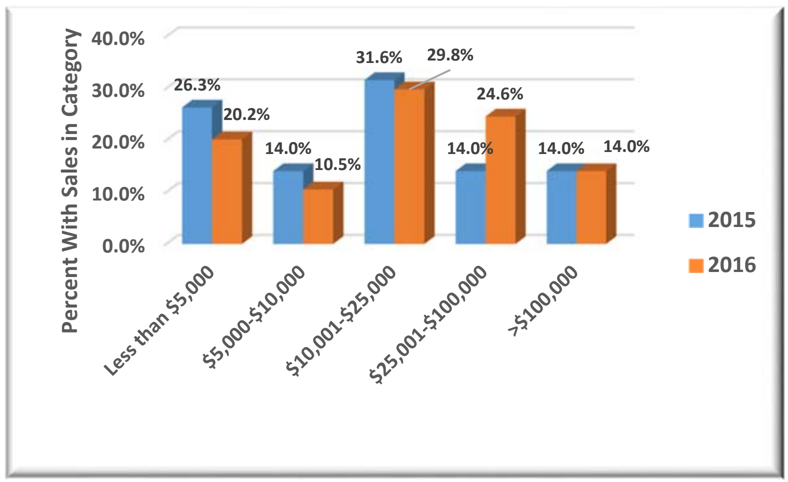

Figure 3. Value of Annual Gross Meat Sales Revenues in 2015 and Projected 2016 Under the Farm-Based Retail Permit

[1] This number includes cattle, hogs, chicken, turkey, lamb, goat and other animals; however, the majority was from beef cattle.
[2] These growth numbers are not revealed due to the low response numbers to this question from those primarily selling chickens.

Farmers were also asked about their number of retail customers in 2015, sales per transaction (some customers may make multiple transactions in a year), and sales per customer per year. The results were:

- Mean number of retail customers sold to was 339.5 in 2015, while the median value was 50 (n=51).
- Mean sales per transaction was $730.20, and the median sales per transaction was $40 (n=54).
- The 2015 estimate by the farmers of sales per customer averaged $2,372.50; however, the median was $150 (n=44). If a total sales value is calculated using the above values, the total sales averaged $2,252,452, but the median total sales was $10,125 (n=43).
- If one outlier with an indicated large sales was removed, these values become 361.81 retail customers; $97.95 in sales per transaction; $235.14 in sales per customer per year; and $44,176.90 in overall yearly sales.

Approximately half of the farmers (50.9 percent) also sold live animals in addition to selling meat through permits (n=57). Among the live animal sales, the most common was beef at 71.9 percent, followed by pork at 46.9 percent, and then lamb at 15.6 percent (n=32). Respondents selling live animals reported their sales primarily came from beef cattle (68 percent), followed by hogs (24 percent) (n=25). On average, the beef cattle sellers sold about 7.5 head (n=16) at an average price of $2,145 per head, while hog farmers sold 41.9 head (n=6) of live animals at an average of $293 per head.

Table 1 shows the types of venues where permit holders sell meat. The venues most cited for use were farmers markets (69.1 percent) and farm-stands/farm stores (67.3 percent), followed by door-to-door or personal delivery and wholesale to restaurants, both at 30.9 percent.[3] Less commonly used methods were CSA's, wholesale to grocery stores or butcher

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[3] The farm-based retail meat permit issued by the Tennessee Department of Agriculture only allows the holder of the permit to sell properly packaged and labeled meat products to retail customers. A retail customer is considered the end consumer and often referred to as a

shops, mail order/internet sales, and wholesale to food service institutions or schools. On average, the farmers sold at 2.7 types of venues (n=55). When asked which type of venues they most commonly sold their meat through, the most cited, at nearly 50 percent, was farmers markets. This was followed by direct from the farm at 27.6 percent.

Table 1. Types of Venues Where Tennessee Farm-Based Retail Permit Holders Sell Meat

Type of Venue	Percent Selling Meat Through Venue Type (n=55)
Farmers market	69.1%
Direct from the farm (farm-based stand or retail store)	67.3%
Door-to-door/personal delivery	30.9%
Wholesale to restaurant	30.9%
CSA (community supported agriculture)	23.6%
Wholesale to grocery store or butcher shop	16.4%
Mail-order including internet sales	12.7%
Wholesale to food-service institution	10.9%
Other	9.1%
Wholesale to school	1.8%

B. Value-Added Educational Programs Participation

When asked which Tennessee Value-Added Beef Program activities from 2011 to 2015 farmers participated in, 59.6 percent indicated attending a workshop or county meeting and reading a publication or factsheet; followed by 51.9 percent consulting or inquiring with an Extension agent, Extension specialist or resource provider; 25.0 percent attended the 2014 Value-Added Beef Conference; and 21.2 percent did not participate in any program activities (n=52) (Figure 4).

household consumer. The farm-based retail meat permit does not allow the holder to make non-retail (wholesale) meat sales.

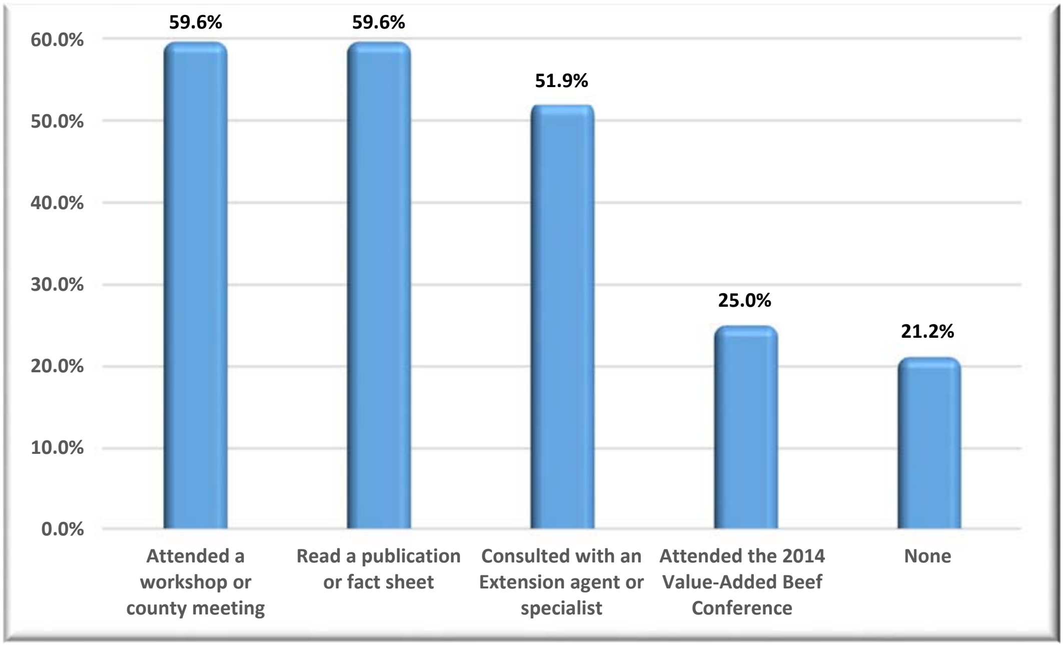

Figure 4. Tennessee Value-Added Beef Program Activities Participation, 2011-2015

For farmers who attended a Tennessee Value-Added Beef Program, 61.9 percent implemented new or improved direct-marketing practices or procedures (n=42). For those farmers who implemented new or improved direct-marketing practices or procedures (n=26), 87.5 percent increased sales revenues, 47.8 percent made a one-time capital purchase, 40.9 percent reduced costs or prevented a business loss, and 19.0 percent indicated their payroll expenses increased (Figure 5).

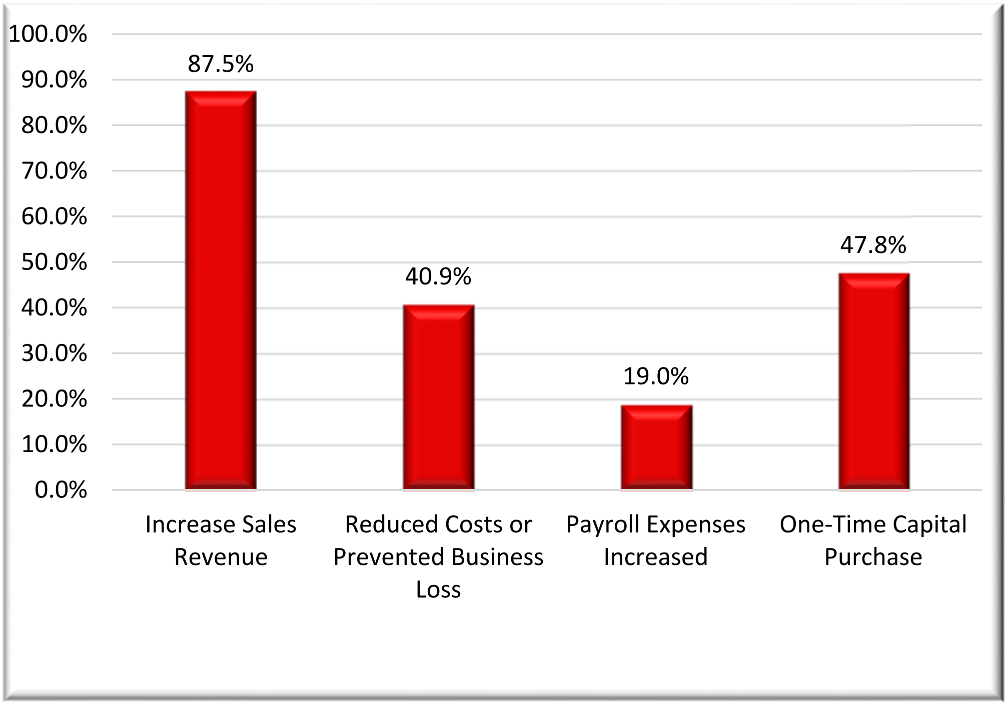

Figure 5. New or Improved Direct-marketing practices or Procedures Implemented Resulting from Participation in Tennessee Value-Added Beef Program, 2011-2015

Value-Added Beef Program participants were asked if their program participation helped in obtaining a farm-based retail meat permit: 23.0 percent indicated yes, whereas 64.1 percent already had a permit, and 12.8 percent indicated that participating had no influence (n=39). For participants, 25.6 percent indicated the program influenced them to begin selling retail meat, with 69.2 percent already selling meat retail, and 5.1 percent chose not to begin retail meat sales (n=39). Approximately 52.8 percent indicated their retail meat sales did not change due to participation in the Value-Added Beef Program (n=36), with 48.6 percent indicating an increase in sales due to participation (n=37). No responses were recorded for a decrease in sales as a result of participating in the program (n=36). For the respondents indicating an increase in sales, the average increase was $12,458 due to participating (median $5,000). No responses were recorded for a decrease in sales as a result of participating in the program (n=36). If those with no growth and those with growth are combined, the average sales increase from participation is $5,496.32 (N=34). For farmers who participated in the program, approximately 73.0 percent indicated no change in their production and sales costs as a result of their program participation (n=37), with 25.0 percent indicating these costs had increased (n=36). The average increase was $2,831 (median was $1,750) (n=8). Only 5.6 percent of the farmers indicated their costs decreased (n=36). No information was given for the average cost decrease.

The average distance farmers transport their animals to a federally inspected facility was 74.2 miles (n=44), with one farmer traveling as little as five miles and another as far as 450 miles. The median was 60 miles.

For 2015, farmers were asked their cost estimates for various marketing activities (Table 2). For transporting animals to slaughter facilities, the average cost was $43.76 per head. Labor to transport animals to slaughter and slaughter costs were $28.24 per head and $331.73 per head, respectively. Overall transport and slaughter costs averaged $403.74 per head. For meat sales, transportation of retail meats to market (i.e., fuel and maintenance, excluding labor) averaged $0.20 per pound. Market fees, advertising and promotion, labor to transport to market and sell meat, and cold storage averaged $0.14, $0.72, $0.24 and $0.23 per pound, respectively. Overall, costs for total meat sales averaged $1.53 per pound.

Table 2. Marketing Activities Cost Estimates, 2015

Marketing Activity	Costs
Transport, Slaughter & Butchering (n=41)	Average $/head
Transport of animals to slaughter facility	$43.76
Labor to transport to slaughter	$28.24
Slaughter costs	$331.73
Subtotal	$403.74
Meat Sales (n=35)	Average $/pound
Transportation of retail meats to market (fuel, maintenance; excludes labor)	$0.20
Market fees	$0.14
Advertising & promotion	$0.72
Labor to transport to market & sell meat	$0.24
Cold storage equipment maintenance & repair	$0.23
Other	$0.00
Subtotal	$1.53

C. Farmer Demographics

Approximately 35.7 percent of the respondents had graduate- or professional-school level of education, followed by 30.4 percent for college graduate, 21.4 percent for some college or technical school, and 12.5 percent for high school graduate (n=56) (Figure 6). Farming was the primary occupation for 61.4 percent of the respondents (n=57). Roughly 50.0 percent of the respondents were born prior to 1962. The average age was 52.6 years old (53.5 for median).

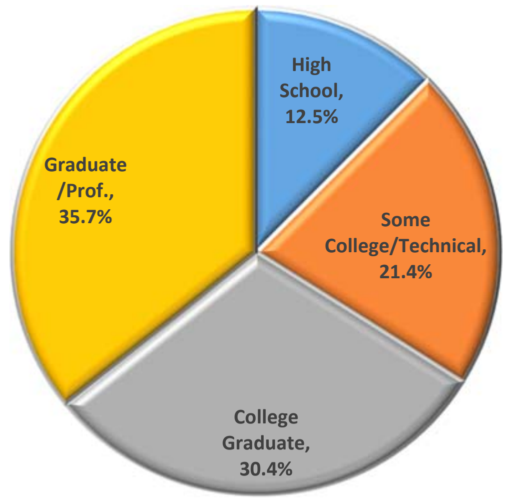

Figure 6. Educational Level of Survey Participants

D. Analysis of Participation in Tennessee Value-Added Beef Programs and Growth in Sales Due to Participation Over Farmer Demographics and Marketing Methods

For the nearly 79 percent of the respondents participating in the Value-Added Marketing Program (N=52), several characteristics of the farmers are examined across their program participation (Table 3). Notably, when comparing the continuous variables such as age, education level, meat sales (categorical), and years holding the meat permit, only the meat sales variable had significantly different means across whether the farmer participated in value-added programs. On average, those who had not participated in value-added programs had 2015 sales of $5,001 to $10,000, while those who had participated in value-added programs had sales of $10,001 to $25,000. Association between several binary variables and participation in value-added programs were also examined with Chi-square tests of association. These included primary occupation of farming, primarily beef sales, and types of marketing outlets used. However, no significant association was found for any of these variables and participation in the value-added program.

Table 3. Farmer Demographics and Marketing Methods by Participation in Value-Added Beef Programs [a]

Farmer Demographic or Marketing Method	Have Participated in Value-Added Beef Marketing Programs		
	Yes	No	
Means			T-test
Age (N=51)	54.13	48.81	1.19
Education level (N=51) (1=less than high school graduate, …, 5=graduate or professional school)	3.85	4.27	1.26
2015 meat sales categorical (N=52) (1=less than 5,000, ……6=more than $100,000)	3.37	2.09	2.22**
Years holding permit (N=51)	4.08	4.27	0.15
Number of types of market outlets used (N=48)	2.95	2.44	0.74
Percentages			Chi-Square
Farming primary occupation (N=52)	58.53	72.73	0.74
Primarily beef sales (N=43)	74.07	55.56	1.09
Types of market outlets used (N=51)			
Farmers market	65.85	70.00	0.06
Direct from the farm (farm-based stand or retail store)	73.17	60.00	0.67
Door-to-door/personal delivery	39.02	20.00	1.27
Mail-order including internet sales	14.63	20.00	0.18
CSA (community supported agriculture)	21.95	40.00	1.38
Wholesale channels	39.02	20.00	1.27

[a] For data that are continuous, for example age of respondent, means and in some cases t-tests are used to evaluate the continuous variable across some value. For data that are categorical, for example, whether or not farming is their primary occupation, the data are summarized as percentages, and in some cases, Chi-squared tests of association are used to test for association between two categorical variables.
** Indicates significant differences in the means at the 95% probability level across having participated in Value-Added Beef Marketing Programs.

In Table 4, sales growth indicated by participating farmers in the value-added programs is compared across the type of outlets farmers used to sell their meats. In general, the growth in participation was higher when each type of marketing outlet was used. However, the largest gains were for mail order/internet, wholesale, CSA's and door-to-door/personal delivery. The means for growth in sales from participation were statistically different for mail order/internet sales.

Table 4. Analysis of Growth in Sales Due to Tennessee Value-Added Beef Marketing Program Participation by Types of Market Outlets Used

	Growth in Sales Due to Value-Added Marketing Program Participation		T-test
Types of market outlets used (N=34)			
Farmers market	$6,319.79	$3,520.00	0.42
Direct from the farm (farm-based stand or retail store)	$7,789.77	$1,291.67	1.04
Door-to-door/personal delivery	$10,062.50	$2,300.00	1.29
Mail-order including internet sales	$20,400.00	$2,926.72	2.18**
CSA (community supported agriculture)	$12,631.25	$3,300.96	1.33
Wholesale channels	$11,514.58	$2,213.636	1.51

** Indicates significant differences in the means at the 95% probability level across use of mail-order/internet sales.

Table 5 examines farmer demographics and marketing methods across whether the farmer implemented new or improved direct-marketing practices or procedures. The education level of those who had implemented new or improved marketing practices as a result of their value-added programs participation tended to have a higher education level and tended to have primarily beef sales, which is expected since the value-added program focuses on beef marketing. There was no statistical association between market outlet use and new or improved direct-marketing practices adoption.

Table 5. Farmer Demographics and Marketing Methods by Implementation of New or Improved Marketing Practices.

Farmer Demographic or Marketing Method	Implemented New or Improved Direct-Marketing Practices		
	Yes	No	
Means (N=40)			T-test
Age	55.0	52.8	0.54
Education level (1=less than high school graduate, …, 5=graduate or professional school)	4.04	3.40	2.00*
2015 meat sales categorical (N=42) (1=less than 5,000, ……6=more than $100,000)	3.19	3.56	0.67
Years holding permit (N=40)	3.92	4.38	0.71
Number of types of market outlets used (N=40)	2.84	3.07	0.36
Percentages			Chi-Square
Farming primary occupation (N=41)	56.00	56.25	0.00
Primarily beef sales (N=29)	85.00	44.44	5.11**
Types of market outlets used (N=42)			
Farmers market	69.23	62.50	0.20
Direct from the farm (farm-based stand or retail store)	76.92	62.50	1.01
Door-to-door/personal delivery	42.31	31.25	0.51
Mail-order including internet sales	11.54	18.75	0.42
CSA (community supported agriculture)	15.38	31.25	1.48
Wholesale channels	46.15	31.25	0.91

*Indicates significant difference in means at the 90% probability level across having implemented new or improved direct marketing practices.

** Indicates significant association between two variables at the 95% probability level.

V. Conclusions and Implications

With increased interest in local foods by consumers, interest by farmers in finishing, harvesting, and further processing animals has emerged. This provides a means for farmers to capture value-added that may occur from premium prices for local products. Farm-based retail meat sales are one way for farmers to capture additional value-added. This study was based on a survey of Tennessee Farm-Based Retail Meat Permit holders. The purpose of this study was to obtain information about the current industry situation for farm-based retail meat permit holders in Tennessee, their business activities, their marketing methods, and participation in educational activities for farmers.

Nearly all of the responding farm-based retail meat permit holders were currently selling meat, with beef being the most commonly sold, followed by pork, chicken and lamb. The farmers estimated their mean 2015 sales to be around $44,000 per year or a median of around $10,000. Farmers expected about 11.3 percent growth in retail meat sales from 2015 to 2016. While most of the farmers selling meats are still relatively small businesses, many use multiple outlets to sell their products including farmers markets, direct sales, sales via the internet, wholesale and other outlets.

With regards to educational programs, nearly 60 percent of the farmers had attended a workshop or county meeting or read a publication or factsheet. Most farmers felt participation in the Tennessee Value-Added Beef Program had increased their sales, and nearly 48 percent had made a one-time capital purchase as a result of their participation. On average, participation in value-added beef marketing programs increased sales by nearly $5,500.

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VII. Appendix with Survey Instrument

Before You Begin…

Your participation in this study is voluntary; you may decline to participate without penalty. If you decide to participate, you may withdraw from the study at any time without penalty. If you withdraw from the study before data collection is complete, your data will be destroyed. There are no foreseeable risks from participation in this study beyond those encountered in everyday life, and you will benefit only indirectly through the improved services offered by the Center for Profitable Agriculture.

You can be assured we will take measures to protect the confidentiality of your response. Your name or other identifying information will not be linked with your responses. University of Tennessee research protocols prohibit the release of your name or personal information to any other agency or individual. The list of those invited to participate in the study will be destroyed after responses are collected. Finally, only summary results from the survey will be publicly reported. Only researchers involved in the study will have access to the survey data, and data will be stored securely.

Please do not hesitate to contact us if you have any questions or concerns. **Thank you for taking time out of your busy schedule to help us!** The survey takes about 20 minutes to complete. A summary of the survey results will be available at aimag.ag.utk.edu once we have collected and summarized the data. Once you have completed the survey, please place it in the postage-paid envelope we have provided.

If you have questions at any time about the study, **you may contact the researchers listed below**. If you have questions about your rights as a participant, you may contact the University of Tennessee IRB Compliance Officer at utkirb@utk.edu or (865) 974-7697.

Research Team at the University of Tennessee

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Consent
I have read the above information. I have received a copy of this form. My return of completed survey constitutes my consent to participate.

Farm-Based Retail and Custom Harvest Sales

1. Do you hold a farm-based retail meat permit from the Tennessee Department of Agriculture (TDA)?
   _____ Yes (Please continue to question 2)
   _____ No (Thank you, please stop and return the survey in the postage paid envelope)

2. How many years have you held the farm-based retail meat permit from TDA?
   _____ Years

3. Do you currently sell meat with the farm-based retail meat permit from TDA?
   _____ Yes
   _____ No (Skip to Value-Added Programs section)

4. Indicate all the types of meat you are selling as farm-based retail meat. (Please circle all that apply)
   Beef Pork Chicken Turkey Lamb Goat
   Other (Please describe: _____)

5. If you see meat from more than one type of animal, from which type of animal do you derive the most retail meat sales? In other words, which type of animal do you consider to be the "primary" animal type for your retail meat sales?
   Beef Pork Chicken Turkey Lamb Goat
   Other (Please describe: _____)

6. For your "primary" type of animal, how many animals did you harvest for retail meat sales in 2015?
   _____ head (this does not include live animals sold for customer harvest)

7. How many of your "primary" animal type do you project to sell under the farm-based retail meat permit in 2016?
   _____ head (this does not include live animals sold for customer harvest)

8. What do you estimate were your annual gross meat sales revenues in 2015? This should include meat sales from all animals, but does not include live animals sold for custom harvest.
   a. Less than $5,000 d. $25,001 to $50,000
   b. $5,001 to $10,000 e. $50,001 to $100,000
   c. $10,001 to $25,000 f. more than $100,000

9. What do you project your annual gross meat sales revenues will be in 2016?
   a. Less than $5,000 d. $25,001 to $50,000
   b. $5,001 to $10,000 e. $50,001 to $100,000
   c. $10,001 to $25,000 f. more than $100,000

10. Which sales venues do you use to market meat?
    a. Farmers market
    b. Direct from the farm (farm-based stand or retail store)
    c. Door-to-door/personal delivery
    d. Mail-order including internet sales

e. CSA (community supported agriculture)
f. Wholesale to grocery store or butcher shop
g. Wholesale to restaurant
h. Wholesale to school
i. Wholesale to food service institution
j. Other (Please describe: ___________)

11. Which one sales venue do you use for the majority of your meat sales?
    a. Farmers market booth
    b. Direct from the farm (farm-based stand or retail store)
    c. Door-to-door
    d. Mail-order including internet sales
    e. CSA (community supported agriculture)
    f. Wholesale to grocery store or butcher shop
    g. Wholesale to restaurant
    h. Wholesale to school
    i. Wholesale to food service institution
    j. Other (Please describe: ___________)

12. In 2015, what was your approximate number of retail customers?
    _____ customers

13. In 2015, about how much did retail customers spend per transaction, on average?
    $_____ per transaction

14. In 2015, about how much, on average, do you estimate that each customer spent on your meat products for the year?
    _____$/customer/year

15. In addition to selling retail meat cuts, do you also sell live animals for custom harvest?
    Yes (continue to question 16)
    No (Skip to Value-Added section)

16. Select all the types of animals you sell for custom harvest.
    a. Cattle
    b. Hogs
    c. Chickens
    d. Turkey
    e. Lambs
    f. Goats
    g. Other (Describe: _______________)

17. If you sell more than one animal type for custom harvest, which do you consider your “primary” custom harvest animal type?
    a. Cattle
    b. Hogs
    c. Chickens
    d. Turkey
    e. Lambs
    f. Goats
    g. Other (Describe: _______________)

18. For the answer you provided in question 17, approximately how many live animals do you sell annually for custom harvest per year?
    _____ head

19. Again, for the animal type that you indicated in question 17, what is the average price you receive per head?
    _____$ per head

Value-Added Programs

Since 2011, the Center for Profitable Agriculture and UT Extension have delivered a variety of educational programs to assist farmers in their evaluation and development of value-added meat enterprises. The title of the program is the "**Tennessee Value-Added Beef Program,**" and its focus has been on marketing beef products. However, other value-added meat farmers have participated.

The primary outreach components of the **Tennessee Value-Added Beef Program** were:

a) Educational workshops
b) Publications, factsheets and other printed educational information
c) Consultations and direct assistance from Extension agents, Extension Specialists and other resource providers
d) The 2014 Value-Added Beef Conference (held in Manchester, TN, March 18-19, 2014).

The following set of questions seek to identify your participation in the "Tennessee Value-Added Beef Program" and the impacts of your participation.

20. From 2011 to 2015, which of the following Tennessee Value-Added Beef Program activities did you participate in or use? (Circle all that apply)
    a. Attend a workshop or county meeting
    b. Read a publication or factsheet
    c. Consult or inquire with an Extension agent, Extension specialist or resource provider
    d. Attend the 2014 Value-Added Beef conference (Manchester, TN, March 2014)
    e. None. I have not participated in any Tennessee Value-Added Beef Program activities (Skip to question 29)

    If you do not conduct farm-based retail meat sales, skip to question 29.

21. As a result of your participation in the Tennessee Value-Added Beef Program, have you implemented new or improved direct-marketing practices or procedures?
    _____ Yes
    _____ No

22. If you answered yes to question 21, please answer the following:
    As a result of the Tennessee Value-Added Beef Program…

a.	I increased sales revenue	Yes	No
b.	I reduced costs or prevented loss to my business	Yes	No
c.	My payroll expenses increased	Yes	No
d.	I made a one-time capital purchase	Yes	No

23. Did participating in the Tennessee Value-Added Beef Program influence you to obtain the farm-based retail meat permit?
    a. Yes
    b. No, I already had a permit
    c. No, participating did not influence me

24. Did participating in the Tennessee Value-Added Beef Program influence you to begin selling retail meat?
    a. Yes
    b. No, I chose not to begin retail meat sales (Skip to question 27)
    c. No, because I was already selling meat

25. As a result of your participation in the Tennessee Value-Added Beef Program, how much do you estimate that your retail meat sales have changed?
    a. Increased by $_____ due to participation
    b. No change due to participation
    c. Decreased by $_____ due to participation

26. As a result of your participation in the Tennessee Value-Added Beef Program, how much do you estimate that your costs of producing and selling retail meat have changed?
    a. Increase by $_____ due to participation
    b. No change due to participation
    c. Decreased by $_____ due to participation

27. How far do you usually transport your animals to a federally inspected (USDA) slaughter facility?
    _____ miles

28. In 2015, what are your estimated costs for the following marketing activities?

Transport, slaughter and butchering:	
Transport of animals to slaughter facility	_____$/head
Labor to transport to slaughter	_____$/head
Slaughter costs	_____$/head
Meat Sales:	
Transportation of retail meats to market (fuel, maintenance; exclude labor)	_____$/pound
Market fees	_____$/pound
Advertising and promotion	_____$/pound
Labor to transport to market and sell meat	_____$/pound
Cold-storage equipment maintenance and repair	_____$/pound
Other (Please describe: ___________)	_____$/pound

29. If you have a farm-based retail meat permit but have not yet started selling meat products, please explain why.
    ____
    ____
    ____

30. What is your highest education level?
    a. Less than high school graduate
    b. High school graduate
    c. Some college or technical school
    d. College graduate
    e. Graduate or professional school

31. Is farming your primary occupation?
    _____ Yes
    _____ No

32. In what year were you born?
    _____ Year