

# UF/IFAS EXTENSION

# Direct Marketing

# Your Beef



## YOUR BRAND

Develop your brand name, logo/images, colors, and stay consistent with them.

Put these logos and such on all packaging, marketing materials, social media platforms, apparel, etc.



## CUSTOM PROCESSING

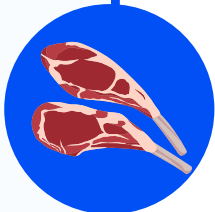
Animals can be sold on the hoof and taken to a custom processor. Customer pays livestock owner for the animal and picks up the meat from the processor, either livestock owner or customer can pay the processor fees.

Can sell 1/4, 1/2, or whole cow but customer must pick up at time of harvest, cannot be sold at a later date.

## CUT BY CUT

If you want to sell individual cuts at varying times, the animal must be processed at a USDA inspected facility and the meat packaged there.

Cuts can be sold at any time after harvesting.



## SUPPLY & DEMAND

One issue with direct marketing beef is the potential problems with supply and demand. It is key to have meat available when customers are looking for it so you may need to adjust breeding schedules to have steers growing and ready to harvest throughout the year.



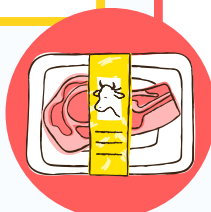
## CONSISTENCY

Keep your marketing, messaging, and supply consistent. If you have returning customers, they want the same experience or better than last time. Don't make rapid changes to the business.



## LEGALITY

Selling direct market beef is a popular strategy for many local beef cattle operations. It is important to ensure you are legally selling your beef, following all FDACS guidelines, to ensure your business is operating legally.





## POTENTIAL PLATFORMS

Choosing the perfect social media platform is important for the success of your business! Whichever platform you choose will require time & dedication to make it work for your business/operation.

## MARKETING TIPS

Marketing your product is key to good sales strategies. Market your product on social media, print media, or at in-person events!



### Facebook

Facebook is great for customer interaction, a variety of content types, and sales! Remember to keep it professional and keep your content business/operation related. Controversy on social media can dismantle a business quickly!

### Keep It Engaging



Marketing displays should be engaging. Keep up with trends or interesting social media activities (viral videos) to keep your content relevant! Make sure utilize a variety of content to keep things fresh & revitalized for your followers.

### Instagram



Instagram is great for static photos or short clips (less than 60 seconds). Harder to get followers since content is not shared from user to user. Generally not used as a stand alone business platform.

### Use Your Personal Stories



Customers/Followers appreciate you because of your story! Keep your socials professional, yet personal. Let them know the successes and failures of your business, give anecdotes or cute stories of your animals, incorporate your family or other ideals into your socials to keep things relatable!



### Youtube

Youtube is terrific for longer type video content or video blogs. Popular Youtube channels could serve as a secondary income and videos can be shared on other social media accounts. Does take quite a bit of equipment and time to edit good quality videos but doable for those interested!



### Make It Pretty!

No matter what type of marketing you are conducting, it needs to be visually appealing. Poor marketing is a waste of time and money. If you are unable to develop higher quality materials, seek the help of a professional!

### In- Person



Small business sales thrive at in-person environments. These events could include farmers markets, swip-swaps, arts markets, or displays in local stores. Make sure your displays fit the theme of your products, are professional and high quality, and are attractive to buyers!

### It's All About the Brand



Your brand is much more than your logo. Make sure whoever or whatever is associated with your brand is representing themselves well and invoking a positive experience with your customers (or potential customers). This includes activities online or in person!