“Consumers who are willing to pay higher prices for locally produced foods place importance on product quality, nutritional value, methods of raising a product and those methods’ effects on the environment, and support for local farmers.” (USDA, May 2010) www.ers.usda.gov/publications/err97

In the last decade there has been a growing trend nationwide in food economics known as the “local” food movement. Whatever the motivation might be behind this trend, 4-Hers enrolled in market livestock project stand to benefit if they can tap into these emergent markets.

Central Florida has also witnessed a growth in various food movements including Slow Food Orlando as well as renewed interest in local production and consumption of goods and services (e.g., Ourlando). There are a number of audiences that are interested in purchasing meat that has been raised both locally and ethically.

**Selling Points**

- While organic is a USDA label that is both expensive and cumbersome to obtain, it is appropriate to market your livestock animal as grass-fed or antibiotic free. Keep in mind that you should never exaggerate your claims but an informed consumer will use their purchasing power to buy what they want.

- As the producer, you must educate your prospective buyer not only about the quality of their meat purchase but also the quantity. Consumers who are purchasing their first animal at market may need to secure adequate freezer space; you need 1 cubic foot of freezer space for each 40 pounds of cut and wrapped meat.

- Demystify the livestock auction for a new buyer. You may feel right at home in the livestock ring, but don’t assume a potential first time buyer feels as comfortable. Make sure you give your buyer lots of information about the livestock auction such as how to place a bid, what happens after the auction, who to pay, when and how they will receive their meat.

- Create cowshares; pool a group of interested buyers together to purchase your animal to meet their particular needs (i.e., available freezer space, economics, or cut selection).

Tapping into these emerging markets may require some market research and new ways of “selling” your animals. The potential payoff is increased demand for 4-H animals ensuring a steady and growing supply for years to come.

See you at the Central Florida Fair Youth Livestock Auctions!
Example of Marketing to Consumer Needs

BUY LOCAL

Grass Fed

Ethically
Raised Beef

4-H & FFA
Livestock Auction
Central Florida Fair
March 6, 2011 at 4:00pm
Websites
Farm Aid http://www.farmaid.org
SlowFood Orlando http://www.slowfoodorlando.org/
Local Harvest http://www.localharvest.org/orlando-organics-M4696
Ourlando http://ourlando.org/
Homegrown Co-op http://homegrowncoop.org/
My Yard Farm http://myyardfarm.com/
Florida School of Holistic Living
Simple Living Institute http://www.simplelivinginstitute.org/
Craigslist Orlando http://orlando.craigslist.org/
Food Routes http://www.foodroutes.org/

Local Restaurants/Chefs supporting Local Food Movement
Harmoni Market
Green Day Café
Dadelion and Communitea Café
Big Wheel Provisions http://www.bigwheelprovisions.com/home/

Other Outlets to Consider
Whole Foods Market (2 locations in Orange County)
Chamberlin’s Natural Foods (multiple locations)
Eat More Produce Farm Market (Mills & Orange)
Weekly Farmer’s Markets
  Avalon Park (Sundays 11-3)
  Winter Garden (Saturdays 8-1)
  Winter Park (Saturdays 7-1)
  Maitland (Sundays 9-1)
  Orlando (Sundays 10-4)
  Sand Lake (Saturdays 9-2)
  UCF (Sundays 10-4)
  Waterford Lakes (Saturdays 9-2)
Festivals such as: Winter Park Harvest Festival November 20th

Homeless Shelters
http://www.homelessshelterdirectory.org/cgi-bin/id/city.cgi?city=Orlando&state=FL
Shelter Societies:
http://www.harborhousefl.com/
Other NonProfit Organizations:
Russell Home for Children http://www.russellhome.org/
Give Kids the World Village http://www.gktw.org/
Catholic Charities of Central Florida http://www.cflcc.org/

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