



NC Choices announces two new online tools for meat handlers: MeatSuite and the Cornell Meat Price & Yield Calculator

This NC Choices Project is supported by the Beginning Farmer and Rancher Development Program competitive grant no. 2018-70017-28550 of the USDA National Institute of Food and Agriculture in partnership with Cornell Cooperative Extension.

MeatSuite

The MeatSuite, an online directory where consumers can search for local meat, was created as an effort to increase sales of local meat in bulk quantities (quarters, halves, and wholes) directly from farm to consumer. Consumers can search farmers using criteria such as location, species, and farm practices. The site also includes educational pages that explain some commonly asked questions including, feeds, pricing, and dressing percentages.

In part, MeatSuite was created in response to a 200 consumer survey conducted in rural NY. Participants were asked if they bought local meat, and if not, why not. They were also asked about bulk buying and if not, why not. At the same time, 40 livestock producers in the same region were surveyed to learn about their current scale of freezer trade sales (freezer trade is a regional term for bulk sales) and limitations to expanding sales. Both the consumer and farmer groups reported that the main limitation to freezer trade expansion was finding each other. Thus, MeatSuite and its slogan “find your farmer, fill your freezer” was created. Once MeatSuite is launched, NC Extension will promote the site to consumers, teaching them the benefits of buying locally-raised meat in bulk directly from the farm. Consumers then contact the farm that suits them best.

On MeatSuite, farms create their own profile, highlighting features of their farm and products. MeatSuite profiles must contain contact information and pricing. Once submitted, a site administrator at NC Extension will review the profile and if approved, put it up on the site. A farm’s profile expires one year after its approval, prompting the farmer via email and requiring a log in and update.

Cornell Meat Price and Yield Calculator

NC Choices is also launching an online meat pricing tool called the Cornell Meat Price and Yield Calculator. The Cornell Price Calculator was designed to simplify cost accounting, value the farmer’s time, and make pricing for each market channel easier, all while ensuring the desired profit per head. The Price Calculator simplifies pricing for meat sold by-the-cut or carcass and helps users ensure that they cover all entered costs and build in a profit.

The Price Calculator is also useful for calculating the carcass-to-retail yield for your animals and balancing consumer demand for each cut. Finally, the Price Calculator can be used to “test” marketing channels and even as a means to explain pricing to your customers. The Price Calculator can be found online at calculator.meatsuite.com. The tool is free and easy to use.



United States Department of Agriculture
National Institute of Food and Agriculture