

NEEDS ASSESSMENT RESULTS

Advancing Mobile Meat In Appalachia

LFPF PROJECT 2020-2022

Survey dynamics:

- Distributed electronically from May 13, 2021 to August 14, 2021
- 231 responses received from 50 Ohio counties.
- 142 identified primarily as consumers, 81 as producers, 8 as processors.
- 13,413 total acres represented, an average 172 acres per producer.



MOBILE MEAT OPINIONS

Among All Respondents

- 67.2% believe mobile meat slaughter would alleviate regional processing bottleneck.
 - Uncertainties around staffing, volume, and capacity
- 54% had no concerns about introducing mobile slaughter to region.
 - Concerns include zoning, regulatory, and food safety

CONSUMERS

- Strong preference for local meat
- Value supporting local farmers and local economics
- Preference pasture-raised, non-GMO feed, and grass-fed and finished growing practices
- Top barriers are high prices and inconvenient markets
- 90.78% of respondents likely or very likely to purchase if more local red meat was available

PRODUCERS

- Current practices engaged in by producers: 1) Pasture-raised (50%) and Grass-fed and finished (50%), 2) Non-GMO feed (21%)
- Very few producer certifications: Humane (8%), Naturally Grown (4%), Organic (3%)
- Highest impact barriers: 1) Significant wait times for slaughter dates, 2) Distance to processor too far, 3) Managing logistics of multiple processors
- Most producers would send more animals to market with fewer barriers

PROCESSORS

- Limited response rate symptom of core issue: processors operating at full capacity and lack employees
- No processor considered the introduction of a mobile slaughter unit as a negative
- Processors see mobile slaughter as the most impactful solution, with collaborative cold storage as a next best alternative

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CHALLENGES

- Farms need infrastructure (handling, offal, waste water)
- Farmer co-op momentum difficult to secure
- Additional logistics require extra management
- Limited to one location per day to meet throughput needs
- Follow-on cold storage & processing streams
- Lack of successful examples in region
- Employee retention & inspector workload issues remain

OPPORTUNITIES

- Mobile solves a specific problem (geography, zoning, land use, etc)
- Possible start-up or test business
- Could answer workload issues?
 - Preferred by slaughter & inspection personnel
- “Innovation” demand = investment potential
- More scalable, flexible than brick and mortar
- Meets both consumer and farmer mandate for humane slaughter
- May result in higher quality carcass according to studies

MOBILE MEAT FINDINGS

The Project Team conducted focus groups, interviews, and stakeholder summits to determine the benefits and concerns related to introducing a mobile meat slaughter unit to the Ohio and Central Appalachia region. The team also visited Bay Area Ranchers Co-op (CA) and Island Grown Farmers Co-op (WA) to learn directly from mobile meat slaughter unit operators.



For final project deliverables
and project team contact
information, visit:

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