



Northeast Family Farms
Authentic Artisan Foods



Dole & Bailey
A CHEF'S TRADITION SINCE 1868

PURCHASING LOCAL MEATS

JOHN STOWELL

DIRECTOR, FRESH MEATS AND
SUSTAINABLE PROGRAMS

DOLE AND BAILEY, INC.

781-935-1234 x136

781-424-0460 mobile

jstowell@doleandbailey.com

www.northeastfamilyfarms.com



WHY IS LOCAL MEAT SO EXPENSIVE?

- Land, Labor and Natural Resources are all higher in the Northeast
- There is little efficient infrastructure
- There is no economy of scale



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Local and Sustainable Meat Purchase Basic Guidelines

- Words like “Natural”, “Sustainable”, “Local”, “Organic”, “Grass-Fed”, “Pasture Raised”, “Heritage Breed” have multiple meanings and are often misunderstood.
 - Make sure you understand what you want.
 - Protocols should be clearly defined and auditable.
 - Protocols should be based on sound animal husbandry practices and fit the environment of the animals.



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Local and Sustainable Meat Purchase Basic Guidelines

- Make sure cut specifications are clearly understood.
- Menu Design – make sure menu fits product/vice versa
- Define Local – miles or region
- Define Sustainable
- Understand the protocols you want to state your message.
- Purchasing on a regular basis is more important than a function to use on occasion
- Understand why the price is higher



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Local and Sustainable Meat Purchase Basic Guidelines

- Menu design and recipes
 - Make sure recipes fit the product you are using and vice versa
 - Understand alternatives to recipe options to use more of the carcass.
 - Make sure the volume is available for the cut you need.



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What is Local

- Local should be clearly defined and reasonable to establish a supply chain.
- There are multiple interpretations. Some say within 150 miles others say within a days drive, others are defined by regions. Is it locally raised, locally processed or locally distributed?
- Whatever you define as local, make sure there is adequate infrastructure such as harvesting and processing plant and a reasonable and secure distribution option in the region you are defining.
- Make sure the region you are defining has adequate farmland for current and future needs and has the opportunity to expand.
- Make sure there are auditable methods of determining the origin of all products.



What is Sustainable.

- Is the product produced by family owned farms?
- Are the feeds used to raise the animals locally sourced?
- Do the protocols for raising the animals fit the environment they are in?
- Are the farms accountable to a defined animal husbandry and environmentally friendly set of protocols
- Are the protocols ecologically friendly and do they improve the natural resources on the land they are utilizing for future generations.



Grass Fed or Grain Finished, What is the Difference?

- Most regions in the Northeast have a limited grazing season. Will there be a supply issue?
- Is it 100% Grass Fed or a combination of grain/forage.
- What is the menu option you are considering.
- Is the pasture or grass managed for sustainability? Are the animals rotated?
- During the off-season is there enough energy in the diet to maintain the proper growth and health of the animal.
- Is the region able to source enough feed to grow the animals all year and expand if needed.



What is Natural, Certified Natural, Naturally Raised?

USDA currently defines Natural as “Minimally processed with no added ingredients”. That covers almost all fresh meat products

Understanding Protocols and Claims

- Use of Hormone implants
- Use of Ionophores
- Use of Antibiotics for treating sick animals
- Use of Antibiotics in the feed or water
- Use of manufactured by-products in the feed
- Animal husbandry practices that allow for animals to exhibit their natural behavior



Other Considerations

- Decreasing your purchasing carbon footprint.
- Managing multiple vendors and deliveries.
- Quality and Consistent Supply
- Communicating with your customers!
 - Acquiring and displaying marketing and point of sale material.
 - Training line and wait staff on the merits of the program



What we've learned:

- The number of producers finishing quality beef animals in New England is small, but growing. Many farmers remain with the facilities, feed and expertise to enter this business.
- Selling the whole animal is the #1 prerequisite for growth. Having adequate processing capacity is #2.
- The main concern of customers who buy natural beef is quality, but they also want the product to be as local as possible. Putting the name of the farm on the package is important to end users.
- Moving local hamburger at a premium price is a tough sell.
- Colleges and Institutions utilizing end cuts and ground meats is critical to the growth of local meat movement.
- While obstacles exist for colleges to consistently offer local, sustainable meats in campus dining, there are a growing number making it happen.



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“A finished steer ain’t just steaks and chops”

1250 LB Animal



**750 LB
Carcass**



~500 LB Meat →



**430 LB of roasts, bone-in cuts,
trim, etc.**

86%

**70 LB of Steak
Product**

- Strips **14%**
- Ribs
- Tenderloin
- Sirloin

