

Wholesaling pasture-raised meat from Grey and Bruce producers

Project Title:	Wholesaling meat from Grey Bruce
Project Abbreviation:	2017GBWM
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Project Lead:	Collaboration of producers and Eat Local Grey Bruce Co-operative in Grey and Bruce county
Project Sponsor:	Growing Forward II (Adaptation Council)
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Theme and objective

In Grey and Bruce County, small and medium scale meat producers often face challenges with marketing directly, while their product volume is too small to enter the larger wholesale meat market at given prices. So how can producers who rely on direct marketing for profits scale up, and move toward wholesaling without loosing some of the value-added to their story-based products?

In this collaboration, a core team was formed consisting of two producers and Eat Local Grey Bruce co-operative. The collaboration investigates marketing strategies and barriers to access these markets. Initial results from this ongoing project are as follows:

- Small-scale producers will continue to rely on retail pricing, so wholesaling into the GTA will likely remain out of reach. Instead, local collaborations can simplify direct marketing and open larger markets, e.g. by collaborating with existing stores.
- Medium-scale producers currently only retail a small percentage of their products but obtain a significant share of their profits, while wholesaling of carcasses or yearlings contributes only a small share of farm income. High-quality and rapid abattoir and butchering capacity was identified as barrier to reaching short value chains in the GTA.
- Eat Local Grey Bruce can benefit from partnerships with local stores, e.g. by offering a "Meat Corner" that offers frozen meat from a number of co-op members. A pilot project is currently conducted with LAMBlicious to develop a franchisable store component.

This ongoing project is expected to develop a detailed business and operational plan for developing a franchisable meat corner for stores, as well as a report on marketing barriers by local small- and medium scale meat producers.