Livestock Farmer Journey | Geospatial Hackathon 2020

We spoke with a cattle farmer to build out the livestock farmer journey. The process may vary based on the types of livestock producers (chicken, pig, fish, etc), but many of the friction points along their journey are the same, and may have been obstacles before the Covid 19 pandemic. Most livestock farmers raise animals for sale and do not traditionally have a set up to process their animals into products for consumption.

Customer Pains

- Most customers do not have a refridgerator that could hold the necessary quantity
- Most consumers are not interested in spending a large amount of money upfront on a year supply of meat if it saves money in the long run

Business Concerns

- A special interest group needs to fight for custom butchers to return to the market
- Sales are primarily by word of mouth
- Large meat companies are trying to squeeze out the small farmer by shrinking profit margins

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Raise Animal Pick-up **Selling** Inspection **Butchering Become Butcher Customer Ready** Raise animal based on Sell animal at auction To sell to consumers, each animal To sell directly to the consumer **Build Your Own Butcher** Each customer must tell The buyer must consumer desires must be inspected before being the farmer needs to process the This is where the livestock the butcher how they organize pick-up or Shop farmer's journey would processed into a livestock product animal into a sellable livestock delivery of the final want their order processed Must have a relationship normally end, because they Requires the consumer to visit the shop to inspect their do not typically have product. product Most people do not know the with a crop farmer to feed processing capabilities. animal and facility. what their options and limits Meat inspector must Normally the consumer could buy the livestock to finish weight live animal from the butcher. Once it's verify meat quality paid for, the farmer delivers the animal Limited supply of inspectors, to the butcher for processing. controlled by the meat **AUCTION CLOSED** industry Take to butcher Covid-19 quarantine closed the auctions. Livestock farmers don't usually have **FRIDGE SPACE INSPECTOR NOT AVAILABLE** the ability to butcher their livestock. The average person doesn't Must rely on butchers have a refrigeration unit Meat inspectors are expensive equipped to hold a year and in limited supply, because supply of meat at home. they are controlled by the large meat companies. **UPFRONT COST BARRIER CANNOT WAIT** Most customers are unwilling to drop \$1k for a year supply MUST SELL WHOLE Butchery services are of meat, even if they would **FINISHING CONNECTIONS** backlogged by several Consumers can purchase spend more than twice as Difficult to get grains from crop months an animal in 25% much at grocery store. farmers to finish animals. increments, but the **BYPASS INSPECTOR** livestock farmer will not **MUST EUTHENIZE** The consumer may take sell until he has a whole An animal costs more to feed as it responsibility for their own animal sold off. grows. The growth process cannot meat inspection to buy stop. Must euthenize and lose directly from the farmer. money. **PRICE PLUMMETS** The value of the animals **CUSTOM BUTCHER WANTED** continues to plummet, so that the A custom butcher can verify the farmer makes less per animal. meat quality and process for buyers, but this role was lobbied against by the big meat companies like Tyson.

INSIGHTS & OPPORTUNITIES

FRICTION METER

- Matching partial orders for an animal to make a whole order that the livestock farmer can honor
- Educating the public about the cost savings of buying from local farmers instead of at grocery stores
- More access to butchering services
- Ability to fight the lobbyists to bring back the custom butcher

THINKING & FEELING

- The big meat companies (like Tyson Foods) are trying to replace the small farms
- Frustrated at only breaking even
- Willing to do whatever the consumer wants to sell livestock products

VALUE

The livestock farmer values building a mutually benefitial relationship with consumers. There has been little to no innovation in the livestock product industry; much of the work is manual, including sales. A technology solution that bridges the gap could save farmers regardless of Covid-19 impact.

"Both sides of this got lazy and now the consumer is paying twice as much and we are breaking even."