

Livestock Farmer Journey | Geospatial Hackathon 2020

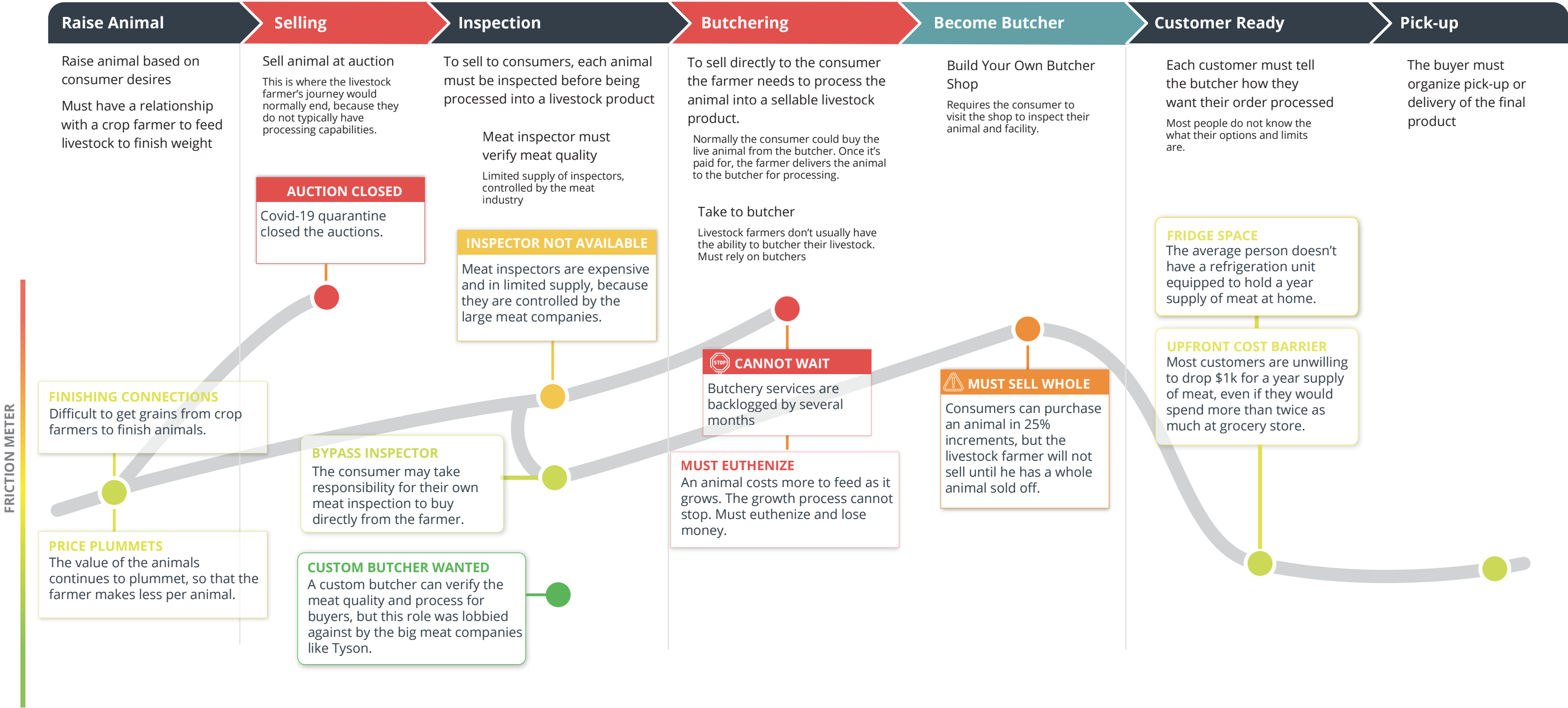
We spoke with a cattle farmer to build out the livestock farmer journey. The process may vary based on the types of livestock producers (chicken, pig, fish, etc), but many of the friction points along their journey are the same, and may have been obstacles before the Covid 19 pandemic. Most livestock 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 refrigerator 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



INSIGHTS & OPPORTUNITIES

- 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 beneficial 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."