

How to Direct Market Your Beef

Description and Reviewer Quotes

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Description:

"How to Direct Market Your Beef" portrays how one couple used their family's ranch to launch a profitable, grass-based beef operation focused on direct market sales. From slaughtering to packaging, through labeling and advertising, Jan and Will Holder transform their real-life experiences into a compelling narrative rich with practical tips.

Reviewer Quotes:

"This is an excellent overview and how-to manual for someone interested in starting a direct-market beef operation."

Jim Goodman, Dairy/Beef Producer, Wonewoc, Wisconsin

"We are just now beginning a nutritional revolution that will revive demand for grass-fed beef, lamb, chicken, and dairy. This period is to family farming what the 1970s were to Silicone Valley."

Jan Holder, Author, How to Direct Market Your Beef

"Every livestock producer considering a leap into direct-to-consumer selling will want to read this publication carefully. It'll guide them to key questions and lead them to practical solutions."

A. Lee Meyer, Extension Professor, University of Kentucky