

News Release



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Contact: Sean McGovern

Phone: 614/306-6422

Email: outreach@sare.org

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New Book Portrays Successful Quest for Profitable Beef Markets

Beltsville, MD – When Jan and Will Holder took the reins of the family’s ranch in 1992, they thought that if they just managed things a little more efficiently, the ranch would become instantly profitable.

Slowly, the realization hit them. “It took us a few years to learn,” Jan said. “No matter how hard we worked, the ranch was never going to make it on its own. The beef industry had changed. How could we possibly compete?”

How to Direct Market Your Beef, the newest title from the Sustainable Agriculture Network (SAN), portrays how the Holders launched a profitable, grass-based beef operation focused on direct-market sales. From slaughtering to packaging, through labeling and advertising, they share their real-life experiences in a compelling narrative rich with practical tips.

“Every livestock producer considering a leap into direct-to-consumer selling will want to read this publication carefully,” said Lee Meyer, Extension Professor at the University of Kentucky. “It’ll guide them to key questions and lead them to practical solutions.”

The 96-page book includes information about processing, labeling, packaging, sales outlets and marketing basics. A section of feature stories profiles successful agricultural entrepreneurs. The author, a former public relations expert, takes a light-hearted, humorous approach to describing their experiences. Yet, others can learn from what did – and didn’t – work for the Holders.

“This is an excellent overview and how-to manual for someone interested in starting a direct-market beef operation,” said Jim Goodman, a dairy and beef producer in Wonewoc, Wisconsin.

How to Direct Market Your Beef is one in a series of resources available through SAN, the outreach arm of SARE, a national sustainable agriculture competitive grants program. For more information about grants and other resources available through SARE, visit www.sare.org.

Download a complete free copy of *How to Direct Market Your Beef* at www.sare.org/publications/beef.htm. To order print copies (\$14.95 plus \$5.95 s/h) visit www.sare.org/WebStore, call 301/374-9696 or send

check or money order to Sustainable Agriculture Publications, PO Box 753, Waldorf, Maryland 20604-0753. (Please specify title requested when ordering by mail.) Discounts are available on orders of 10 or more. Allow 3-4 weeks for delivery. Call 301/374-9696 for more information on bulk, rush or international shipments.

How to Direct Market Your Beef was published by the Sustainable Agriculture Network (SAN) for the Sustainable Agriculture Research and Education (SARE) program. SARE is a program of the Cooperative State Research, Education, and Extension Service (CSREES), USDA, and works with producers, researchers and educators to promote farming systems that are profitable, environmentally sound and good for communities. SAN operates under a cooperative agreement between CSREES and the University of Vermont and the University of Maryland to develop and disseminate information about sustainable agriculture. For more information about SARE grant opportunities and other SAN resources, visit www.sare.org.

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