Selling Whole and Half Hogs
Nettle Valley Farm
NettleValleyFarm.com
Spring Grove, MN
Quick poll!
Type in the chat: How are you currently marketing hogs?
Nettle Valley Farm
Whole and half hogs each fall
direct to families within 2.5 hrs

Nettle Valley Farm
Spring Grove, MN
- Homestead site
- 20 rented acres of pasture
- 67 acres wooded and open pasture and a white pine/black walnut plantation
Shameless plugs for 2024!

Apprentice with us via the Savanna Institute!

20 hrs/week, $10-15/hr plus a private room and all meals

Launch your farm business in our incubator farm program!

Pigs! Goats! Chickens! Silvopasture!

Niches available starting in Spring 2024:

- Small ruminants (goats & sheep, some limitations due to a Johne's issue in 2021, contact for more info)
- Poultry (broilers, layers, ducks, turkeys, guineas, etc.)
- Microdairy
- Custom forestry and sawmilling (we have a WoodMizer LT10)
- Educational events (skill school, agritourism, kids programming, etc.)
- More!

Matt, 2022 apprentice
3 Large Blacks

10 Berkshire-Mulefoots

25 Heritage Breed crosses
2018

40 Heritage breed crosses

2019

50 Hamp-Durocs
Drone photography courtesy of Kiley Friedrich from Monarch Joint Partners

2020
73 Hampshires

2021
80 Hamp, Duroc, Old Spot, York

2022
70 Hamp crosses

2023
85 Hamp crosses

2024
75 Hamp crosses

Crosses
Crosses

Dayna Burtness
NettleValleyFarm@gmail.com
NettleValleyFarm.com
Follow the farm on Facebook and Instagram
Thank you Featherstone!!
What we’ll cover today:

1. Our Pros and Cons of selling whole and half hogs
1. Our process (reservations, deposits, payments, cutsheets, feedback, etc.)
2. Pricing

Lots of time for questions at the end!
What we won’t cover today:

1. Production methods (wagon wheel hub, forage, etc.)
2. Breeds
3. On farm slaughter and processing and different levels of processing since it’s TRICKY and different in each state
4. Flat fee sales (can work, no personal exp)
5. Shipping meat (can work, no personal exp)
No foolproof formula! Help yourself to many grains of salt

Think of this as a case study: this is how one farm makes this work given our context (our quality of life goals, land, finances, personal preferences, available services like processing, etc.)
Pros

- Great for beginners
- Reduced labor
- Whole animal sale, not just bacon and chops
- No inventory management
- No on farm freezer storage (and permits)
- Simpler pricing
- No need for Barn2Door, Graze Cart, etc.
- CHECK WITH YOUR STATE but it often means more flexibility with processing type

Cons

- Potentially lower overall sales... maybe higher profitability
- More customer support and education
- Potentially confusing details
- Tougher cash flow unless farrowing all year
Our process then

1. Reservation via email
2. Sharing updates
3. Deliver hogs to processor (end of our involvement)
4. Customer calls processor with cutting info
5. Processor calls customer when processing is done
6. Customer pays us, then picks up and pays processing fee
Our process now

1. Reservation and deposit via Jotforms
2. Sharing updates
3. Cutsheets via Jotforms
4. Payments via Wave
5. We handle pick ups or deliveries
6. Soliciting feedback via Jotform
Jotforms for tracking reservations and deposits (and cutsheets): $2.40/customer/year or $288 (Google Forms is fine for this part)
First things first...

Have you had a chance to review our FAQs? Buying a whole or half hog is very different than purchasing meat from the store, so to prevent any surprises we ask that you carefully review the info on our website.

- You betcha! I’ve read through all the details on the NVF FAQs page, I understand the pricing and I'm good to go.
Are you interested in other local delights raised by us or our trusted farmer friends? Check all that apply and we'll connect you with them!

- Pastured Thanksgiving turkeys
- Grassfed lamb
- Pastured whole ducks
- Pastured whole chickens
- Pastured eggs
- Woodland raised goat meat
- Grassfed and grass finished beef
- Grassfed and grain finished beef
- Veggies and flowers in the Decorah/Spring Grove area
- Veggies and flowers in the Twin Cities area
- Farmstead cheese from pastured goats
Any questions, concerns, or things we should know? We'll follow up ASAP!
Thanks for the info! Ok, last question: how did you hear about Nettle Valley Farm? If it was a friend or family member, be sure to mention them so we can thank them!*
Zapier.com Integration: $2/customer/year or $240 annually

- Writes draft email to customer
- Makes entry for them in Wave
- Puts their contact info in my phone
- More to discover!
• Deposit ($150 for halves, $300 for wholes)
• Thank you postcard
• All set til Fall!
Keeping in touch

How does a free chest freezer, meat thermometer, or cooking class sound?

Enter to win one of these for free via the Local Meat, Local Flavor sweepstakes from the Good Meat Project.

DAYNA @ NETTLE VALLEY FARM  MAR 9  ❤️ 3  🐦  🐦  🐦  ...
September: customer education and cutsheet time! (and schedule pick ups/deliveries)

Guide to Buying Meat in Bulk Directly From Farms and Ranches

Pork

Why Buy in Bulk?
If you have storage space and the funds to purchase upfront, buying meat in bulk (often in the form of livestock “shares”) can be a rewarding, cost-effective way to buy from a farmer or rancher you trust. It allows you to try cuts you might not otherwise get, and saves you a bunch of trips to the butcher. But, it does require a little planning.

How Much Should I Buy?
First, you’ll need to think about how much meat your household consumes in order to find the right size share. To do so, use our simple guide.

How Much Meat Do You Eat?
Number of meat eaters x average portion size x meals per week x your weekly consumption

Which Pork Share is Right For Me?
So you’ve settled on buying a pork share from a local farmer or rancher. Now you need to decide which share to buy. Bulk pork is typically sold as a whole or half hog.

Ask your farmer or rancher what share sizes are available—you can always try a smaller share at first and see if it works with the way you and your family eat. Remember that buying a whole hog is a great way to save money. It’s also an excellent opportunity to stock up on fresh pork for the winter months.
In person demos!

Cecka Parks from Minneapolis Meat Collective
Hop on the phone with them!
Online cutsheet -- highly recommend
The loin primal cut is the long muscle along the back of a hog. You can decide if you want this primal cut processed into pork chops or pork roasts, but you can have only one or the other.

Chops are great for frying, oven roasting, smoking or grilling. Roasts are better for slow-cooking or oven-roasting.

- Boneless pork chops (You will get the tenderloin and baby back ribs.)
- Bone in pork chops (You will not get the tenderloin or baby back ribs.)
- Boneless roasts (You will get the tenderloin and baby back ribs.)
- Bone in roasts (You will not get the tenderloin or baby back ribs.)
- Please include the loin in my ground pork (You will get the tenderloin and baby back ribs.)
2022 Nettle Valley Farm / Dayna Burtness Pork Cut Sheet
Slaughter Date: 10/25

Customer: Dayna Burtness

Address

Please contact Dayna when processing is complete

<table>
<thead>
<tr>
<th>Whole</th>
<th>Hanging Weight: 191</th>
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Trim: Plain ground pork, MSG-free Breakfast sausage
Fat: Lard

Shoulder: Boneless roasts
Rest of shoulder: Add to trim

Loin: Boneless chops, Thick (1”), Two chops per package
Spare Ribs: Whole

Belly: Reg Cure bacon
Ham: Reg Cure Boneless smoked and cured ham, Cut into 1” ham steaks
Hocks: Reg Cure
Jowls: Reg Cure jowl bacon

Head: Keep
Bones: Smaller packages
Organs: Heart, Liver, Kidneys

Notes: (cutsheet_notes)
Payment and Delivery

- Invoice customers for hanging weight price + processing (total will reflect the deposit already paid) via Wave (free!)

- Home delivery: early slaughter dates due to weather
- Rochester in the AM, on farm in the afternoon
- No pick ups at the processor
- 7 weekends leading up to Thanksgiving
2022 Nettle Valley Farm Feedback Form

Our goal is to improve every season, so your honest feedback is extremely helpful. Thank you for sharing your thoughts with us! - Dayna and Nick

Required: Please rate your overall experience buying pork from Nettle Valley Farm *

What were the things you liked the MOST?

What were the things you liked the LEAST?

Required: On a scale of 1 to 5 with 5 being the best, how's your pork? *
Pricing

Do not undercut your neighbors with similar practices!

- Research what other farms who use similar methods are charging
  - Actually Pastured, “Pastured,” dry lot, confined (concrete vs deep bedding)
  - Feed
    - Organic, non GMO, conventional
    - Corn and soy vs other
  - Breeds

- Back of the envelope method for pricing as a beginner:
  - Feed bill per hog (1000# roughly) x 3 = bare minimum, not including processing
Questions? Comments? Thanks for being here!

Thank you!

Dayna Burtness
NettleValleyFarm@gmail.com
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Follow the farm on Facebook and Instagram