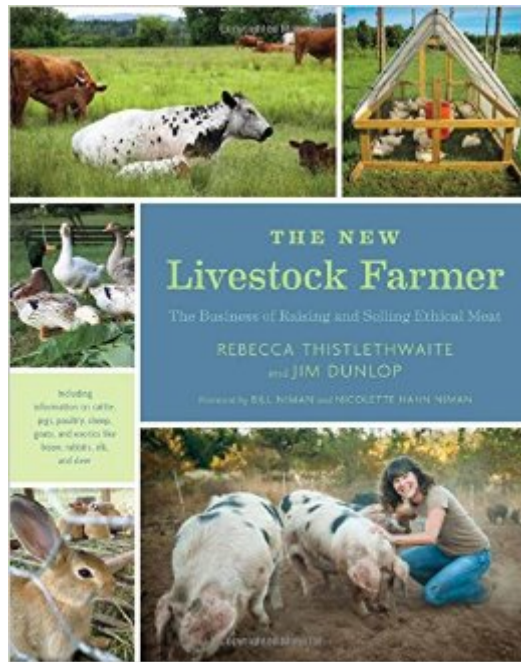


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# The New Livestock Farmer: The Business Of Raising And Selling Ethical Meat



## Synopsis

Including information on cattle, pigs, poultry, sheep, and goats, and exotics like bison, rabbits, elk, and deer How can anyone from a backyard hobbyist to a large-scale rancher go about raising and selling ethically produced meats directly to consumers, restaurants, and butcher shops? With the rising consumer interest in grass-fed, pasture-raised, and antibiotic-free meats, how can farmers most effectively tap into those markets and become more profitable? The regulations and logistics can be daunting enough to turn away most would-be livestock farmers, and finding and keeping their customers challenges the rest. Farmer, consultant, and author Rebecca Thistlethwaite (*Farms with a Future*) and her husband and coauthor, Jim Dunlop, both have extensive experience raising a variety of pastured livestock in California and now on their homestead farm in Oregon. *The New Livestock Farmer* provides pasture-based production essentials for a wide range of animals, from common farm animals (cattle, poultry, pigs, sheep, and goats) to more exotic species (bison, rabbits, elk, and deer). Each species chapter discusses the unique requirements of that animal, then delves into the steps it takes to prepare and get them to market. Profiles of more than fifteen meat producers highlight some of the creative ways these innovative farmers are raising animals and direct-marketing superior-quality meats. In addition, the book contains information on a variety of vital topics:

- Governmental regulations and how they differ from state to state;
- Slaughtering and butchering logistics, including on-farm and mobile processing options and sample cutting sheets;
- Packaging, labeling, and cold-storage considerations;
- Principled marketing practices; and
- Financial management, pricing, and other business essentials.

This book is must reading for anyone who is serious about raising meat animals ethically, outside of the current consolidated, unsustainable CAFO (Concentrated Animal Feeding Operations) system. It offers a clear, thorough, well-organized guide to a subject that will become increasingly important as the market demand for pasture-raised meat grows stronger.

## Book Information

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## Customer Reviews

This is a solid, comprehensive overview of all aspects of small-scale livestock farming for profit. Even farmers with medium to high levels of experience will probably learn something new. I particularly liked the profiles of farms and companies, which led me to a lot of interesting models to study.

Provides great information for everyone from a novice to a more experienced livestock owner. While not all information applies to everyone this book provides great food for thought and guidance for a variety of situations.

Reading the real situations of farmers tribulations that they must overcome to raise, process and market meat is well illustrated here. As I venture into this arena, I will be continually referencing this book to ensure I comply with the law and I am as honest as possible with my customers.

When we get calls from new farmers and ranchers asking how to get started - and we get lots of them - I now have the perfect reply: Buy Rebecca Thistlethwaite's *The New Livestock Farmer*. Thistlethwaite's practical and realistic approach will open your eyes before they get too glossed over about becoming a farmer. It's hard work. You need to make money to be "sustainable." And customers know if you're not authentic. These and other lessons are all covered in her book. Filled with real-life examples and invaluable resources, it's a must-read for new livestock farmers and a helpful refresher course for those of us veteran farmers who believe in continuing education.

I read Thistlethwaite's previous book and enjoyed the quality and clarity of her writing so decided to purchase this one as well. Again, she provides practical advice for the small-scale farmer. While I learned a great deal about the facts of humanely raising livestock, I really enjoyed hearing about other farmers' real-life experiences. Highly recommend.

Wow - another fantastic, pragmatic book from Rebecca Thistlethwaite. If you want the real dirt on

raising ethical meat, you've just found it. I've recommended her other book (Farms with a Future) to all beginning farmers that ask how to get started farming, and she definitely knows the ins and outs of grassfed livestock production. Whether your raising animals or dreaming about it, buy this book!

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