# www.wyfarmersmarket.com

## A Local Source for Local Products

# Overview

- The feasibility and viability of creating an online marketplace for wholesaling finished beef.
- At a time where online sales are drastically increasing due to their convenience and cost effectiveness it is important for agriculturalists to take advantage of this trend.
- This is a website where local producers can list butcher cattle for sale and local consumers can purchase them.
- My proposal for this website is to allow local producers to list finished cattle for sale. Each animal would be marketed individually with a photo of that specific animal and a description of the operation in which it was raised.

# Overview Continued…

- This website will allow consumers and producers to exchange products for money directly, while being highly convenient and cost effective.

- Consumers can:
  - Buy local
  - Know where there beef came from & how it was raised
  - Choose local meat processors & how it is butchered

Producer → Processor → Consumer

**...would you want to eat this cow?**

… or this cow?

# Meat Cut to Your Specifications
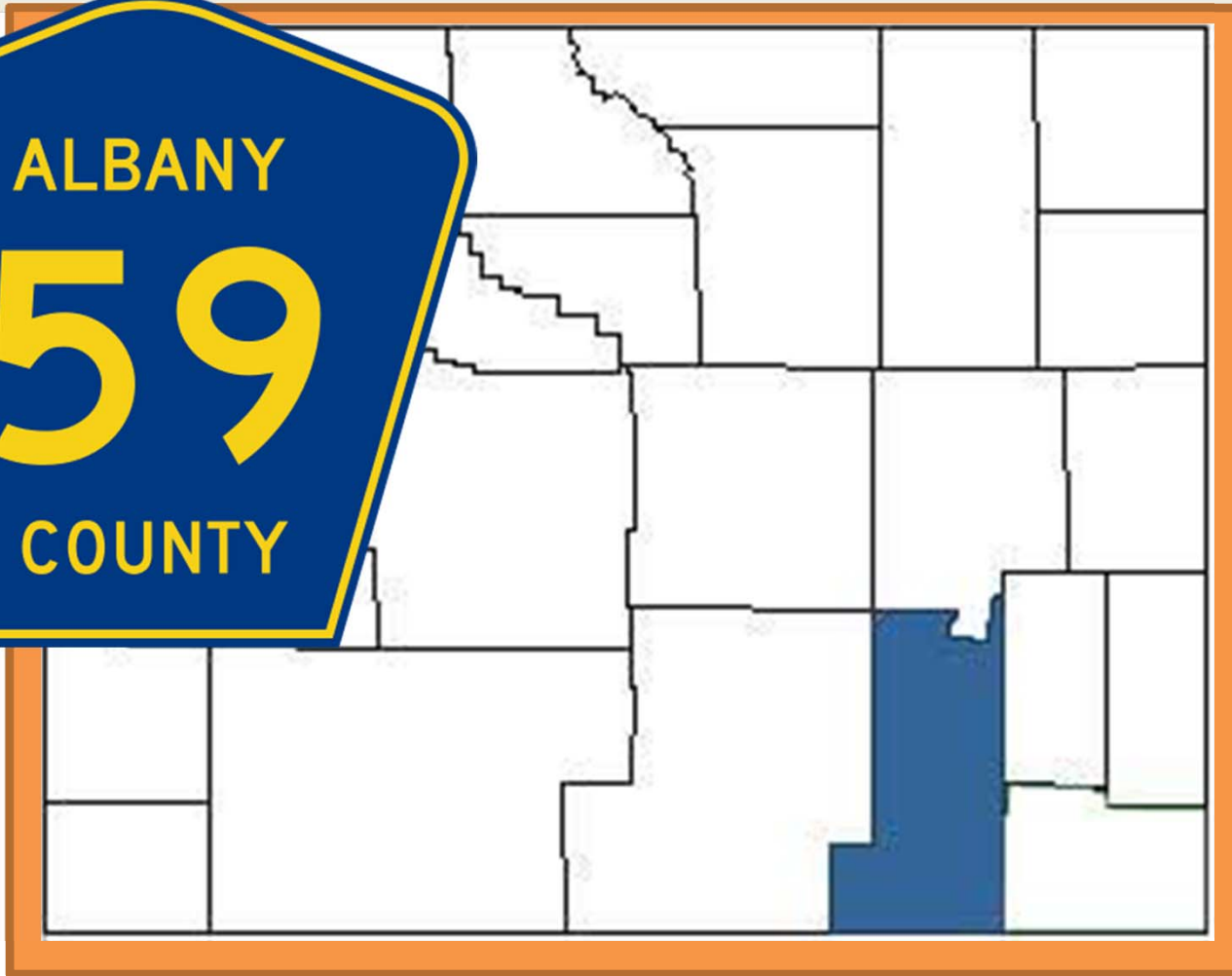
# Prepackaged Grocery Store Meat

# Intrastate Commerce

**All sales will be local**

*Local is typically defined as within a 100 mile radius. In this instance all transactions will be specific to Albany County.*
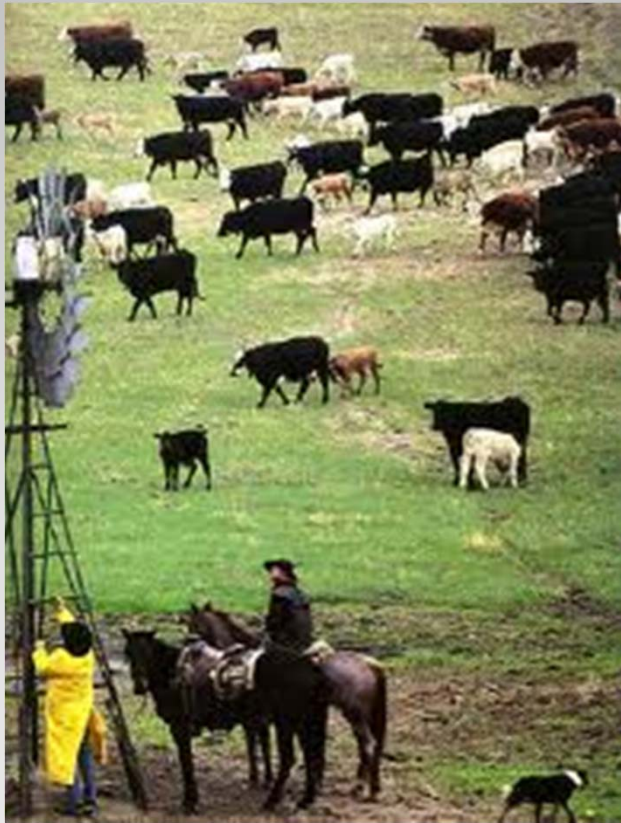
# Albany County Statics

- Albany County's current population is nearly 40,000 with 83.6% of the population being over the age of 18
  - 33,400 potential customers residing in just over 13,000 households
  - Audience is 1st or 2nd generations removed from the farm/ranch.

http://quickfacts.census.gov/ & http://www.city-data.com/county/Albany_County-WY.html

# The Producer

# Producer

| Spec's | Finish Date | Background |
|--------|-------------|------------|
| • Organic, All Natural, or Conventional<br>• Grass or Corn Fed<br>• Weight<br>• Age | • 2 Week window- when the animal is ready for delivery to the butcher | • An overview of who the rancher/farmer is and highlights of their operation |

# The Consumer

- Background
- Finish Date
- Spec's

**Select Animal**

**Set up for Delivery**

- Select Processor
- Contact Producer

- Choose Cuts
- Choose Packaging

**Arrange Processing**

**Consumer**

# Cost to Consumer

- **Cost:** All cattle are sold on a per animal basis predetermined by the seller. Processing costs are generally $0.45 to $0.55 per pound of carcass weight, (about 62% of the live weight) plus a base cost of around $50 per animal.

- **Payment:** all payments and payment arrangement should be made directly with the seller.

# Comparable Websites

- Local Harvest
  - Lists local products & farms by state
  - Background & contact information
  - Where products are being sold
  - Purchase meat- preprocessed
- Sheridan Area Local Foods Directory
  - Lists of local producers & products
  - cannot make direct purchases or browse specific, individual products
  - Local grocery stores & local farmers markets
  - Supported by Food Routes Network

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| Cattle for Sale | Albany County Butchers | Producers |
| --- | --- | --- |

**Organic Listings**

**All Natural Listings**

**Conventional Listings**

**All Listings**

At a time where online sales are drastically increasing due to their convenience and cost effectiveness it is important for agriculturalists and consumers to take advantage of this trend.

This website is an online market place where local producers can list butcher cattle for sale and local consumers can find high quality beef.


Homegrown Meats — LA JOLLA BUTCHER SHOP — local grass-fed, specialty and custom-aged meats


John Smith Butchery — 9234 5678 — 123 Smith Rd Dairyfield — Bulk Meat Packs, Tender Steaks, Lean Pork, Trim Lamb


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i ♥ Beef

# Cattle for Sale



ID #: 1087
Breed: Angus
Age: 2
Class: Organic
Producer: Box Y Ranch
Delivery Date: September 12th-26th 2011
Finish Weight: 550 lbs
Price: $ 700



ID #: 1088
Breed: Red Angus
Age: 3
Class: Conventional
Producer: Vale Ranch
Delivery Date: August 15-29th 2011
Finish Weight: 700
Price: $ 850

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Cattle for Sale ＞ Albany County Butchers ＞ Producers

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**Box Y Ranch**

We are located just West of Laramie, Wyoming. Box Y Ranch is a family owned operation. We pride ourselves on producing high quality organic cattle. All of our cattle are grass fed and receive no growth hormones or vaccinations. Contact Jack @ 307.745.0101

Listings: 1056, 1063, 1065, 1085, 1086, 1087



**Vale Ranch**

The Vale Ranch is a 4th generation family ranch nestled in the mountains of northern Albany County near Wheatland, Wyoming. We produce high quality, high altitude cattle. All of our cattle are primarily grass fed Black Angus/Red Angus/Hereford crosses. Contact Kelly @ 307.322.3858

Listings: 1046, 1053, 1077, 1088, 1089

# Website Statistics

Traffic projection of 10% in first year.
13,000 households X 10% =1300 viewers

At a 25% conversion rate of traffic to sales.
  In the first year 1300 X 25% = 33 sales

Growth to traffic of 25% by year 5. Resulting in
  813 Sales.

# Website Costs

- The website would be hosted by a local website hosting and design company. The initial charge for setting up this website is $750 with a $25/month charge thereafter. This $25 per month covers all maintenance and updates to the website.

- A logo and header design for the website is an additional fee of $65.

$750 + $65= $840 plus $25/month

# Revenue Generation

- Each Ad that is listed on the website is a $30 per advertisement charge.
- Each advertiser will pay $100 per ad per month.
  - To cover the initial set up cost of $840 plus the monthly charges of $25 and the $30 per ad charge there will need to be 16 ads in the first year.
  - $70 in profits per ad per month.
  - 2 advertisers X 12 months X (100-30) = $288 per year in profits from advertisement.

# Albany County Butchers

❖ The Butcher Block

❖ Maddox Meats

❖ Rainbow Meats

# Potential Local Advertisers

- The Butcher Block

- Rainbow Meats

- Rainbow Grocery

- Medicine Bow Natural Foods

- Safeway

- Albertsons

# Conclusion

- **Longevity & Feasibility**
  - This website has the potential to be both profitable and viable.
    - Successful Similar Websites
    - Great growth = great success.
    - Very little advertiser support needed.
    - Increasing technological dependency