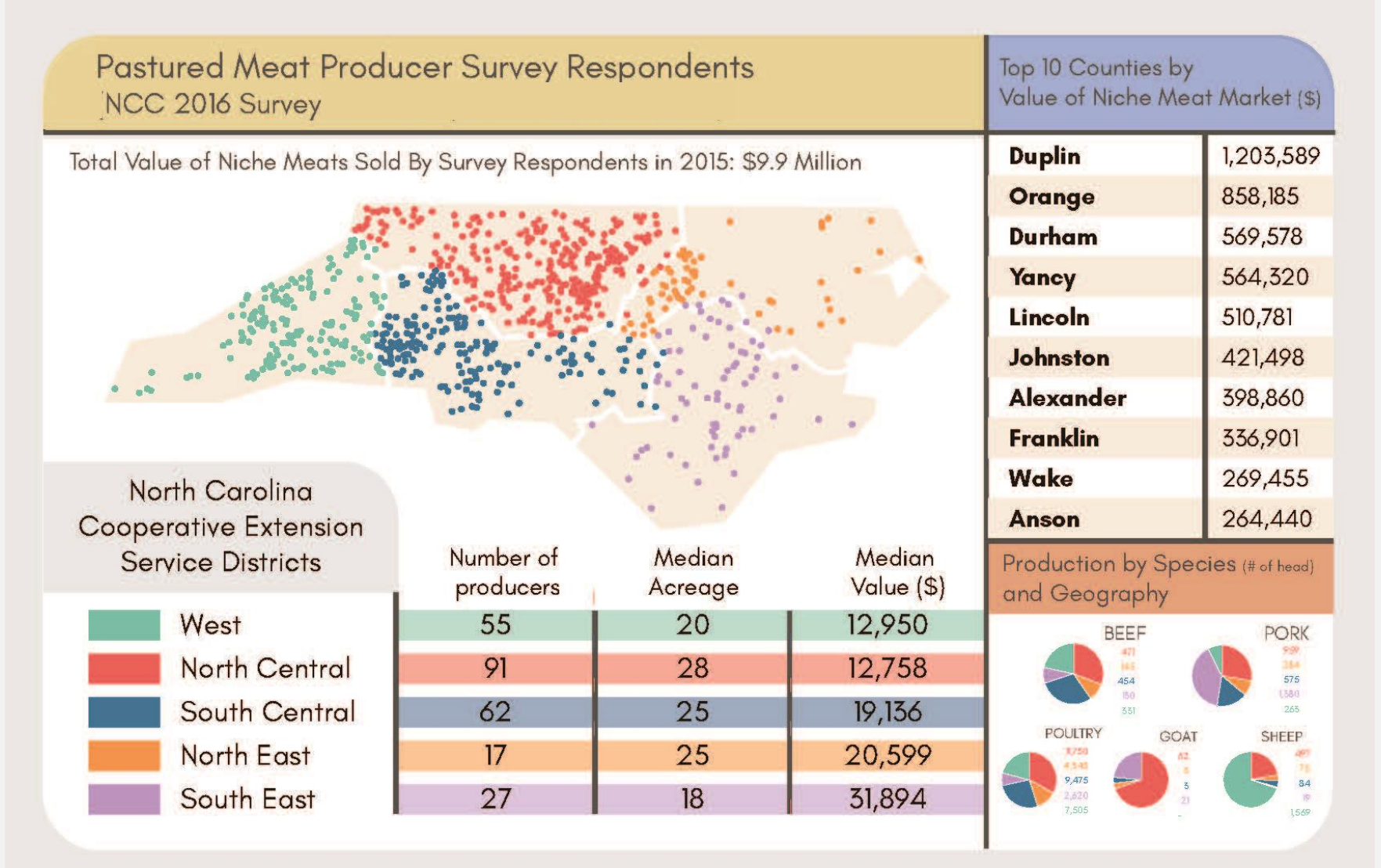


## Introduction

Land access and long-term leases continues to be rated among the top impediments for beginning farmers (Ackoff et al, 2017). The over 1,000 beginning niche meat producers in NC need comprehensive support including land tenure options, targeted training and decision making support, market opportunities, and training all identified as a critical needs (NC Choices, 2016 and 2013 ).



## What Are Our Goals?

Increase the number of beginning farmers raising meat through either pasture-based or silvopasture systems by providing them with novel land acquisition strategies and the knowledge, skills, decision-making tools, and the market and buyer connections needed to operate profitably.

**Literature Cited:** Aldina, Robin, Daniel Parker, Brian Seo, Lauren Masatsugu, Samantha Childress, Matilda Odera., 2017. North Carolina Solar and Agriculture. NC Sustainable Energy Association, Franzluebbbers, Alan. 2017. Silvopasture: Integrating Agriculture and Forestry. <https://cefs.ncsu.edu/silvopasture-integrating-agriculture-and-forestry/>. Agrophile. April 10, 2017. NC Choices, 2013. Statewide Survey of Meat Handler, <https://cefs.ncsu.edu/resources/north-carolina-niche-meat-producers-survey-2013/>. Thompkins County Cooperative Extension, Cornell University, 2017. Survey of Calculator Impact.

## How Do We Do This?

**Develop and test innovative ways to assist beginning farmers' access to land via**



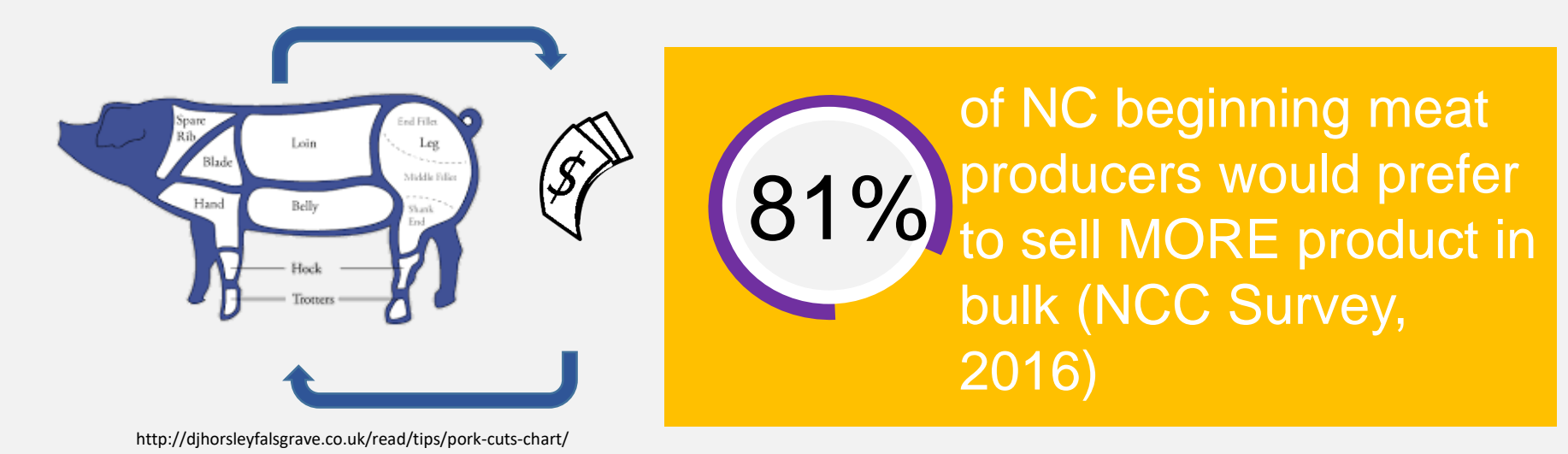
**Provide targeted resources and training**

- Develop specie-specific annotated tool kits.
- Adapt and pilot Meat & Yield Price Calculator in NC, helping farms determine if they are covering their costs and reaching profit goals .
- Hands-on training

**80%** Of users reported they are “likely” or “definitely” going to reformulate pricing as a result of the Calculator (Cornell Calculator Survey, 2017)

**Increase consumer-to-farmer bulk buying for maximum profit potential**

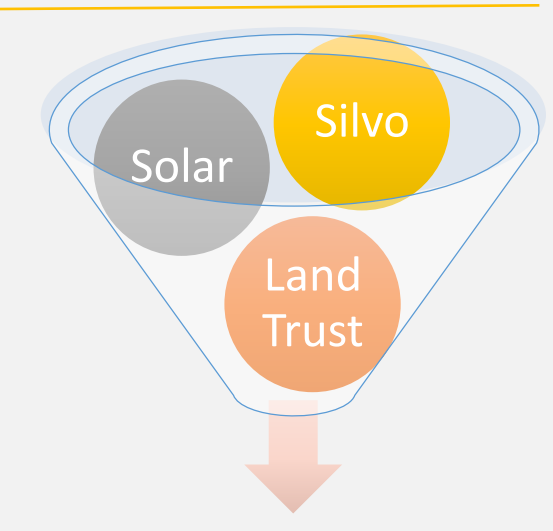
Pilot Meat Suite, a consumer-oriented online tool designed to increase the sale of whole, halves by connecting shoppers with farmers selling bulk.



**Increase Small Business Centers and agriculture educators' knowledge and access to resources to help beginning meat producers make money.**



## Desired Outcomes



- **15** beginning farmer enter lease agreements
- **40+** national land trust representatives receive training on alternative land-shares

- **250+** beginning niche meat producers receive training and increase knowledge through hands-on skill building, and network opportunities with industry professionals at statewide conferences and workshops.

- **100+** farmer sign-ups to participate on Meat Suite
- **500+** consumers will visit the Meat Suite web page.
- **40+** beginning farmers will report securing new customer business transactions

- **85** ag educators increase knowledge
- Ag educ. will train **50** beginning niche meat producers.
- **30** Small Business Center counselors will report knowledge of the tools developed and how to use them in their programming.