Objectives

Identify Farmer needs for small-scale outdoor production.
Develop support structure to aid these farmers.

Business Plan

A. What type of hog enterprise?
   1. Production System
      a. Farrow to Finish
      b. Farrow to Feeder Pig
      c. Finishing Operation
      d. Seed Stock Production
   2. Feeding and Maintaince
      a. Conventional feed and animal health
      b. Conventional feed no sub-therapeutic drugs
      c. Restricted ingredient feeding program no sub-therapeutic drugs
      d. Organic
      e. Any other feeding program

B. What type of resources are available?
   1. Land
      a. owned or leased
      b. acreage available
      c. restrictions on use
   2. Labor
   3. Equipment
      a. shelters
      b. fencing
      c. feeders and waterers
      d. tools
      e. trailers
      f. feed storage
      g. trucks
   4. Capital
      a. self funded
      b. loans
C. What are the target markets?
   1. commodity pork
   2. niche pork
   3. sale of breeding stock

Compliance Plan

A. Environmental compliance.
   1. Federal
   2. State
   3. Local

B. Animal welfare compliance.
   1. Federal
   2. State
   3. Local
   4. Certification or endorsement

C. Legal compliance.
   1. Required Census
   2. Moratorium
   3. Zoning
   4. Check Off Programs

D. Compliance with demands of customer.
   1. How the animal is raised
   2. How the animal is fed
   3. How the animal is slaughtered and processed.
   4. Eating quality and safety of the meat.
   5. What will the customer pay?

Support structure for farmers

State support:
A. Universities
   1. Source of information and expertise.
   2. Grants
   3. Facilitate and coordinate diverse groups with common goals.

B. Extension service
   1. Liaison between farmer and University.
   2. Training of groups and individuals.
3. Educational resource for farmers.

C. Other State and Federal agencies
   1. NCDA
   2. USDA
   3. Farm Service Agency
   4. Others?

- NGO's
  A. Gold Leaf (provides grants)

B. Heifer Project
   1. Grants
   2. Education and training
   3. Community development.

C. SARE
   1. Provides grants.
   2. Education

D. Animal Welfare Institute
   1. Small Grants
   2. Training
   3. Endorsements

E. Others

- Lending institutions
  A. Banks
  B. Credit Unions
  C. Others

- Customers
  A. Niman Ranch
     1. Purchased all qualified hogs offered for sale since July of 2002
     2. Could purchase up to 1000 market hogs per week.

B. Farmers’ Markets
   1. Located in most towns and cities.
   2. Many farmers already utilize these markets

C. Direct Marketing
   1. Restaurants
   2. Grocery stores
   3. Individuals

D. North Carolina C.H.O.I.C.E.S.