

# Niche Markets for Small Flock Poultry



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# What's Your Goal

- Provide poultry products for your own table.
- Better use of your resources and family project.
- Make a little extra Money
- Operate a Profitable Poultry Enterprise

You don't make money raising chickens-  
You make money selling them and their products.

# Marketing is the Entire Process of:

- Identifying a potential market.
- Gathering information about the “wants and needs” of that market.
- Producing a product that fills those needs - differentiate
- Communicating information about your product.
- Completing sales transactions.
- Distributing or delivering products.
  - On-farm
  - Farmers’ markets
  - CSA
  - Retail and wholesale outlets



# What's in Your Marketing Plan?

Don't confuse a plan with the actual marketing activities. You need both to succeed.

Marketing – a verb

Marketing plan –

- A written document
- Describes your marketing strategies
- A budget for those activities
- It defines the specific actions you will take to achieve the goals of your marketing strategy.



"It's not enough to just show up. You have to have a business plan."

# PRICING

**The key to marketing any “niche” farm product is to avoid under pricing. Consumers expect to pay more for a niche product.**

# **PRODUCT-GUIDELINES FOR SELLING EGGS AT FARMERS MARKETS/ROADSIDE STANDS**

**All producer/packers of shell eggs must register with the Maryland Department of Agriculture annually.**

**Cartons of eggs are required to be labeled with:**

- **a grade size**
- **a safe handling statement**
- **the packer or distributor name and address**
- **lot number (this number should be a method of identifying the flock - if you only have one flock “A Lot 1” would be acceptable)**
- **registration number of the packer**
- **quantity or net weight of eggs, and the identity of the product as eggs.**

**Many office supply stores can make an inexpensive stamp with this information.**

**Reuse of cartons is strongly discouraged as it can result in contamination of the eggs. The use of dirty cartons is prohibited. Clean cartons that are reused must have only the correct information legible. All other markings must be obliterated.**

**All eggs must meet the standards for the grade and size for which they are labeled. Grade AA and Grade A are the only two consumer grades permitted to be sold in Maryland.**

**Eggs must be held at 45F or below ambient temperature. The use of ice to achieve this is prohibited. Freezer packs or mechanical refrigeration may be used unless specifically prohibited by the local health department. Eggs should never be held under conditions that cause them to sweat or be in direct contact with water as they may become contaminated.**

**Producer/Packers registered with the Maryland Department of Agriculture are no longer required to obtain a license from the Department of Health and Mental Hygiene to sell their own eggs.- Doesn't mean individual counties can't require a license**

# **Meat**

## **Requirements for Direct Sales of Poultry or Rabbits from the Farm**

- Continuous inspection by the USDA Food Safety Inspection Service (FSIS) is not required if you are producing and processing less than 20,000 birds for meat annually.**
- No permit or fee is required by MDA, DHMH or the local health department.**



# **Requirements for Slaughter and Sale of Poultry to Anywhere in Maryland**

- **A producer must attend MDA's Rabbit and Poultry On-Farm Slaughter/Processing training.**
- **A processing certification application must be completed and submitted to MDA along with a \$75 fee ([http://www.mda.state.md.us/feed-food\\_safety-grading/food\\_qual\\_assur/pdf/poultry\\_rabbit\\_application.pdf](http://www.mda.state.md.us/feed-food_safety-grading/food_qual_assur/pdf/poultry_rabbit_application.pdf)).**
- **On-farm Inspection annually.**
- **A Producer Farmer's Market Mobile license from DHMH is required to sell at farmer's markets.**

# Promotion

- What are you selling?
- How best to present that message?



# Avoid Minuscule Profits- Find a Niche



## Savage Chickens

by Doug Savage

