



Prime Cuts Farmer's Livestock Market
168 Lakes Road
Bethlehem, Connecticut 06751

203.266.5935

www.primecutsllc.com

October 28, 2003

Ms. Dale I.M. Riggs
SARE Farmer Grant Specialist
Stone Wall Hill Farm
15370 NY 22
Stephentown, NY 12168

Dear Ms. Riggs:

I am submitting our final report for your review.

1. Litchfield County Farmers Livestock Market FNE 03-465

C/o Bethlehem Boer Goat Ranch
168 Lakes Road
Bethlehem, CT 06751
(203) 266-5935
Chris@bigboer.com

2. Restate the goals of your project.

The goals of the project are as follows:

1. To provide a location for the local farmer to: a) display their product, b) harvest their product, and c) custom cut their product.
2. To help reduce the farmer's individual cost and to increase his net potential through networking with other farmers. Networking together will allow for the following to occur: a) an increase in customer base, b) to provide a greater variety of product to the customer and, c) to minimize the cost of advertising.

3. Update the information on your farm since your project started.

The Bethlehem Boer Goat Ranch's property currently covers 25 acres. It is a productive farm for Boer goat meat and for Boer goat breeding for over 7 years. We are the largest Boer goat producers in Connecticut, we have the latest genetics available, and we produce the finest quality of Boer goat animal to offer to New England.

Since the beginning of this project we have made some vast improvements to our ranch. We have increased our productivity, we have improved our genetics, and we have increased our pasture – grazing land.

When we last reported to SARE, we had 70 Boer goats; we have since increased that number to 200 animals. We had previously stated that our goal was to have 250 animals, and we are well on our way. This is one example of our increase in productivity. By having more animals, we are able to create more product. We have also increased our productivity,

through better housing facilities for our Boer goats and with the acquisition of better handling equipment.

We have also stated that we have improved our genetics. We have just recently acquired more goats from Australia, along with those Boer goats with superior genetics from Canada, Texas and California. We are always searching for the best genetics so that we will be able to create a superior meat-producing animal to market to the consumer.

We have also increased our pasture – grazing land. When we last reported to you, we were only using approximately 10 acres of our 25 acres. We have increased those numbers to allow our increase in animals to now graze on 20 of our 25 acres. We have installed 5,000 feet of fencing and 750 feet of electrical fencing. Our goal is to use our land to its maximum potential.

Before we could provide a product to the consumer, we needed to increase our productivity to ensure that we could meet the demand of the market. In order to supply a product to the market, we first had to be able to provide that product.

4. Describe your cooperators and their roles in the project.

We tele-conference with Michael Kielty regarding acceptance of the grant, he suggested that we contact Richard Meinart, who is the head of the Litchfield County Extension Services. He has provided us with a list of the livestock producers in our region (please see attached customer list) and he has also attended a N.R.C.S. (National Resource Conservation Services) meeting. The N.R.C.S. meeting was located at the Bethlehem Boer Goat Ranch on May 21, 2003 and the following was discussed:

- a. To have control of the surface water, which should be addressed as part of the waste management plan.
- b. To establish a waste-management facility. As the number of animals' increases, so does the amount of manure produced also increase.
- c. To establish a custom-kill facility.
- d. To utilize the natural spring located on the ranch.

5. Tell us what you actually did in your project and how it was done.

Referring to our submitted proposal, "#4 Project methods", we have completed many of the following:

- a. *Contacting potential farmers interested in providing animals for sale.* We had three (3) meetings with local farmers at the Painted Pony Restaurant in Bethlehem.
 1. The first meeting was held on Wednesday, October 16, 2002. In the first meeting, our objective was to determine the interest of the local farmers in a "farmers market".
 2. The second meeting was held on Wednesday, November 20, 2002. This meeting was a discussion of an appropriate name and the involvement of the USDA.
 3. The third meeting was held on Wednesday, January 22, 2003. This meeting was to discuss ideas on marketing the concept of a "farmers market" and to discuss cost.

- b. *Compiling information about the farmers and their products (livestock).* Please see the attached farmers list. As mentioned previously, we compiled some names on our own and Richard Meinart gave us some more.
- c. *Contacting potential customers:* through customer list, media exposure, and Connecticut bulletins. These cannot really be accomplished until we have the physical site erected and begin to do business.
- d. *Gathering information about customer and government regulations.* We have had meetings with USDA Inspectors. We have met with Richard Roscoe from the Torrington Board of Health. We have met with Joe Weatherman of the Connecticut EPA. And we have had meetings with different members of the NRCS to discuss conservation issues.
- e. *Expand and produce mailing list.* Mailing list is attached. Some of the information was received through Richard Meinart, some information was received through other existing contacts
- f. Started the creation of a website by the Mediacosmo company at www.primecutsllc.com

(It should be noted that many of the items, that were not completed so far, are things that will be addressed as we begin construction on the actual building site. Many of these ideas would also cost a lot more money than what we had acquired for in our proposed project.)

Everything that we have accomplished thus far is to build a foundation for the future of this project. Not only have we done those items listed here in question #5, but we have worked hard to: a) create a product, b) create a facility to satisfy the market, and c) a lot of researching and investigating to determine those requirements needed to see this project through to its finality.

6. Describe your results and accomplishments-did you have unexpected results? If so, what were they?

We have stated our many positive results that we have achieved so far in this project. One unexpected accomplishment would be the support of our local media. In July 2003, the *Republican-American*, the local Waterbury newspaper, did a feature story on our ranch receiving the SARE grant and our determination to build a harvest house. We have also received a lot of support from the local farmer. They are very interested in the project and are willing to try a new approach to sell their value-added and prime products. And we have also seen support from other media outlets. Their attitude toward the project is positive and their consensus is, if we can get our facility built the consumers will want to come to us for their meat.

7. Describe any site conditions or conditions specific to your farm and this growing season that may have affected your results.

By maximizing our facility we increased the number of animals faster than expected, we surpassed our goals. We anticipated our number of animals to be at least 200 by the year 2004, but we accomplished that goal this year.

8. Describe your economic findings, if any. This would include changes in expenses or net farm income triggered by the project.

No, we haven't had any economic findings because we haven't built the custom-kill facility yet.

9. Say whether the results from your project generated new ideas about what is needed to solve the problem you were working on. What do you think is the next step?

The next step is advertising. We need to do more mass media advertising to inform the consumer of our available product and of our new concept – the Litchfield County Farmer's Livestock Market.

10. Explain why you plan to continue to use the practice you investigated, or – conversely – why you are *not* going to. If you plan to revise your approach in light of what you learned, describe those revisions.

Our original concept and goals remain steadfast: to provide a facility where the farmer can display their product, harvest their product, and custom cut their product. Also, to allow the local farmer to be more available to the consumer, by providing a central location for Litchfield County, Connecticut.

11. Explain what you did in your outreach program.

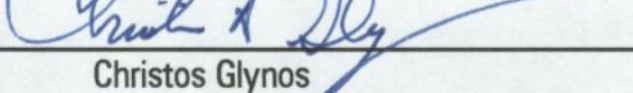
Our outreach program has done well so far; we have had many tours on our farm, we have distributed flyers (enclosed), and we were a feature story in the local paper.

The Vo-Ag programs at the local schools have taken tours as well as some local 4H groups. Many farmers from all over the state of Connecticut have also been to our farm to see the progress at the farm.

We have delivered flyers at our three farmers meetings and are still in the process of receiving information from them.

And finally, in July 2003, the *Republican-American*, the local Waterbury newspaper, did a feature story on our ranch receiving the SARE grant and our determination to build a harvest house.

Our outreach program is still a work in progress, but we are pleased with our results so far.

12. Name: 
Christos Glynos

Date: October 28, 2003