Section 1.2
Colorado Niche Beef Producers & Products

Amanda Ziehl
Department of Agricultural & Resource Economics
Colorado State University
Section Summary

• Look at specific activities and enterprises of niche beef producers within Colorado

• Determine popular product attributes and distribution methods used by Colorado producers
Survey Overview

- Survey conducted in Fall 2003 using:
  - Colorado producer directories
  - Information from Extension, other producers & current customers
- Includes 22 Colorado producers
- Includes name of company, contact information, product claims & distribution methods
- Other producers may not be included in this list as new Colorado niche beef producers emerge into the marketplace over time
Product Attributes

- Most producers sell natural beef with no antibiotics and hormones.
- Several producers sell grass-fed and/or range finished beef that is healthy.
- Several producers sell beef that is humanely raised and environmentally safe.
- Other attributes include: organic, corn-finished, mountain-raised, local, traceable, predator-friendly, safe, high-quality, and dry-aged.
Distribution Methods

• Most producers sell freezer beef
• Producers most often take orders by phone, although some take Internet orders
• Several producers ship their beef through the mail to their customers
• Some producers participate in farmer’s markets
• Some producers sell to restaurants and grocery stores or have their own retail store
Idea For Your Company

Electronic newsletter:

- Some producers surveyed use electronic newsletters to contact their customers
- Keep customers informed on new products, give out recipes and cooking tips
- Inform customers about other important information such as “mad cow disease”
- Creative way to encourage repeat purchases
References and Resources

• Colorado Eat Wild Web site
http://www.eatwild.com/products/colorado.html

• Colorado Organic Producers Association Web site
http://www.organiccolorado.org/

• Colorado Food and Agricultural Directory Web site
http://www.ag.state.co.us/mkt/
  CategorySearchResult.asp

• Colorado Proud Program website
http://www.ag.state.co.us/mkt/COProud/meateggs.html
<table>
<thead>
<tr>
<th>Brand</th>
<th>Company Name</th>
<th>Contact Person</th>
<th>Address</th>
<th>Phone / Fax</th>
<th>Website</th>
<th>E-mail</th>
<th>Natural</th>
<th>Organic</th>
<th>Grass-Finished</th>
<th>Range-Fed</th>
<th>Corn-Finished</th>
<th>Mountain-raised</th>
<th>Local</th>
<th>Traceable</th>
<th>Antibiotic-Free</th>
<th>Hormone-Free</th>
<th>Environmentally-safe</th>
<th>Predator-friendly</th>
<th>Safe</th>
<th>Healthy</th>
<th>High-quality</th>
<th>Dry-aged</th>
<th>Internet Order</th>
<th>Phone Order</th>
<th>Mail Order</th>
<th>Freezer Beef</th>
<th>Sell at Farmers Market</th>
<th>Sell at Own Retail Store</th>
<th>Sell to Restaurants</th>
<th>Sell to Grocery / Retailer</th>
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<tr>
<td>Coleman Natural Meats®, Inc.</td>
<td>Ann Duplka</td>
<td>5140 Race Ct., #4, Denver, CO 80216</td>
<td>P: 303-297-9393 F: 303-297-0426</td>
<td><a href="http://www.colemannatural.com">www.colemannatural.com</a></td>
<td><a href="mailto:coleman@colemannatural.com">coleman@colemannatural.com</a></td>
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<td>Coleman Ranches, Inc.</td>
<td>Mel Coleman Jr.</td>
<td>P.O. Box 1688, Broomfield, CO 80038</td>
<td>P: 303-460-0647</td>
<td><a href="mailto:psalm.010@earthlink.net">psalm.010@earthlink.net</a></td>
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<td>Colorado Homestead Ranches</td>
<td>Norman Smith</td>
<td>1132-3800 Lane, Paonia, CO</td>
<td>P: 970-527-4350</td>
<td><a href="http://www.homesteadbeef.com">www.homesteadbeef.com</a></td>
<td><a href="mailto:sales@homesteadbeef.com">sales@homesteadbeef.com</a></td>
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<td>Gosar Ranch Natural Foods</td>
<td>Greg Gosar</td>
<td>4005 E. 2 1/2 N., Monte Vista, CO 81144</td>
<td>P: 719-852-2133 F: 719-852-3433</td>
<td><a href="mailto:gosar@amigo.net">gosar@amigo.net</a></td>
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<td>Guidestone CSA Farm &amp; Center for Sustainable Living</td>
<td>David Lynch</td>
<td>5943 N Cly Rd 29, Loveland, CO 80536</td>
<td>P: 970-461-0272</td>
<td><a href="http://www.guidestonelfarm.com">www.guidestonelfarm.com</a></td>
<td><a href="mailto:info@guidestonefarm.com">info@guidestonefarm.com</a></td>
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<td>Hines Ranch Beef</td>
<td>Chip and Judy Hines</td>
<td>P.O. Box 106, Kit Carson, CO 80825</td>
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<td>Indiana Farm</td>
<td>Robert &amp; Frances Welborn</td>
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<td>James Ranch</td>
<td>David &amp; Kay James</td>
<td>33800 Hwy 500, Durango CO 81301</td>
<td>P: 970-247-8652</td>
<td><a href="http://www.jamesranch.net">www.jamesranch.net</a></td>
<td><a href="mailto:beef@jamesranch.net">beef@jamesranch.net</a></td>
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<td>3611 CR 100, Hesperus, CO 81326</td>
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<td>Kiowa Valley Natural</td>
<td>David S. Hoppe</td>
<td>4680 Wald Chy Rd 87, Roggen, CO 80652</td>
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<td>KW Farms</td>
<td>John &amp; Trudi Kretzinger</td>
<td>7725 Road 1 South, Alamosa, CO 81101</td>
<td>P: 719-589-0429</td>
<td><a href="mailto:jmk9@fone.net">jmk9@fone.net</a></td>
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