



# **Section 1.2**

## **Colorado Niche Beef Producers & Products**



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# 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

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- 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

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- 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>

