

# Livestock Demand Analysis

CENTRAL NEBRASKA  
ECONOMIC DEVELOPMENT  
DISTRICT

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# INTRODUCTION

In March 2020, the Coronavirus Pandemic impacted all sectors of the State's economy, including the production and processing of meat, including Nebraska's top two sectors- beef and pork.

The U.S. Department of Commerce, through the Economic Development Administration division, granted federal CARES Act funding to development districts throughout the Nation, to address economic impacts from COVID 19.

The Central Nebraska Economic Development District, as a recipient of CARES Act funds, was tasked with identifying the most crucial sectors impacted in our region by the Pandemic, and developing programs and plans that would help our region recover as quickly as possible, and become more resilient to future disasters.

Because Agriculture is Nebraska's #1 industry, and is of utmost importance to our region and the State, the Central Nebraska Economic Development District (CNEDD) sought out to identify the need for local meat (beef or pork) processing within the District's 14-county region.

CNEDD's efforts involved the creation of the "Keeping Meat Local to Nebraska" survey, with the help and guidance from representatives of our member counties and communities, and marketed the availability of the survey to each and every household in our 14-county region through Every-Door-Direct mailings. The survey was available online for participation, and households could also request a paper survey to be mailed to them, where the results were then entered by CNEDD staff for inclusion with the rest of the survey results.

**REPORT CONTAINS** - This report contains the results of the surveys, comments received, and links to resources for those who may be interested in creating business opportunities for local meat processing.

**THANK YOU** - We want to thank the Economic Development Administration for the CARES Act funding which has made this "Keeping Meat Local to Nebraska" initiative possible, for the future of our region.

## Keeping Meat Local to Nebraska Survey

### EXECUTIVE SUMMARY

#### What caused us to create this survey?

March of 2020 was the start of a new world as the Covid-19 virus had made its way to the United States. The virus discovery had triggered the Health Departments to start placing restrictions on businesses, such as temporary closures as they began to figure out ways to conquer the virus. Many of the restrictions hit home for everyone, but also lead to other chain reactions as businesses began to close.

Meat processing plants were one of the many businesses to have closed, which not only left employees of the plants with no income, but also left livestock producers with questions as to where their livestock would be marketed and sold, and what that impact would be on their operations. According to KETV's "Nebraska Hog Farmers Forced to Consider Drastic Measures" story on May 6, 2020 some pork producers were left with the decision to euthanize their hogs as they could not afford to feed, and keep the remaining numbers of hogs who were supposed to be already sold. Not only were the pork producers experiencing chaos in their industry, but the cattle producers were as well. This fact was brought to the attention of the Central Nebraska Economic Development District (District) team as they began to research ways to fill the need for more smaller local processing plants and find ways to assist local livestock producers. The District created this survey to collect the public's input regarding the need for more smaller local meat processing plants in our region for beef or pork.

After the pandemic one major problem was revealed, about the state of our food supply chain after a meat packing plant shuts down. As plants were trying to open again, commodity prices were able to rebound except for one commodity, the cattle industry. "The cattle industry endured a slew of issues over the last two years, with COVID outbreaks shutting down or slowing work at meatpacking and processing plants, along with bouts of extreme weather and cyberattacks that stalled one of the largest meatpackers in the country" (according to an article published by the Kansas City Federal Reserve, on April 4, 2022).

#### Our Goals

To document public input regarding the local processing and consumption of locally-raised beef and pork which will *ultimately increase workforce opportunities for our Central Nebraska Communities making a positive impact on our region's economy.*

#### "Keeping Meat Local to Nebraska" Survey Methodology

##### The Planning Process

The Central Nebraska Economic Development District team worked together with our member communities to create questions for the survey that would be based on two types of meat: Beef and Pork.

## Survey Definitions

- Locally Raised & Processed: Up to 75 miles away.
- Processed/Butchered/Packaged Meat: This is the Beef and Pork that is processed and packaged. *All of these terms are used interchangeably and have the same meaning within the context of this survey.*
- Local: The counties located in the Central Nebraska Economic Development District Region: Blain, Boyd, Brown, Cherry, Custer, Garfield, Greeley, Holt, Keya Paha, Loup, Rock, Sherman, Valley and Wheeler.

## Getting the word out..

A marketing flyer was created to: announce the availability of the survey, and how participants could complete the survey online at [surveymonkey.com](https://www.surveymonkey.com), or request a paper survey to be mailed out to them. The marketing flyer was distributed through the U.S. Post Office's Every Door Direct Program to each residence located in the District's 14- county region, over 26,000 households. The Central Nebraska Economic Development District also posted the survey details on their website and social media pages as well. To ensure that the district was able to reach everyone in the region, they created a process to mail out paper-surveys to those who would request one. The paper-survey would include a self-addressed, self-stamped return envelope for the participants to mail their completed survey back in. Once paper surveys were completed and returned, those results would be entered online and included with the rest of the online public input received.

## "Keeping Meat Local to Nebraska" Survey Time Period

The survey opening began the first week of February 2022 and finished at the end of April 2022. The overall total number of survey responses, both completed paper and online surveys during the process was 1,061 surveys (which included 144 paper surveys returned by mail).

## What We Found out

The results from the survey process identified tremendous support for locally-raised and locally-processed beef and pork and verified the need for more small local processing plants. See below for survey data from questions that were featured in the "Keeping Meat Local to Nebraska" Survey:

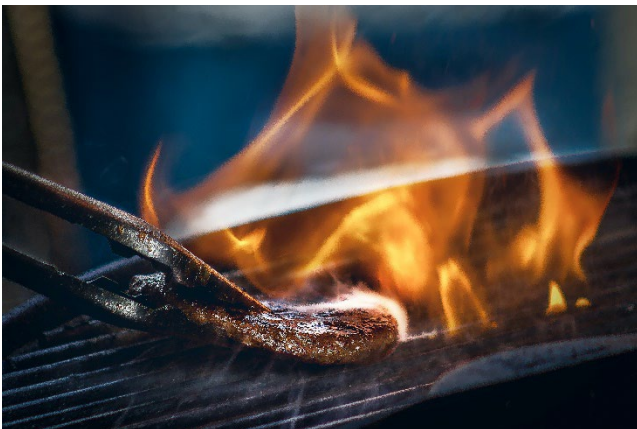
1. Would you purchase locally-raised and locally-processed beef or pork products if it was readily available to you? If no, where would you purchase your meat.
  - Yes (93%)
  - No (3.4%)
  - Raise Our Own (2%)
  - Private/Locally (.5%)
  - Grocery Store (.4%)
  - No Preference (.4%)

2. Is locally-raised/processed beef and pork available in your area? If so, how far is the closest locally-raised and locally processed beef and/ pork outlet from where you live?
  - 1-10 miles (33%)
  - 11-20 miles (15%)
  - 21-50 miles (25%)
  - I don't know (27%)
3. Would you consider buying beef or pork in 'bulk'?
  - Yes (89%)
  - No (11%)
4. What is the amount of beef or pork that you would consider buying in 'bulk'?
  - Ranked #1, One- Half (40%)
  - Ranked #2, One-Quarter (30%)
  - Ranked #3, Full (23%)
5. Have you had a problem finding a local meat processor?
  - No (44%)
  - Yes (41%)
  - N/A (15%)

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*"I want to know where my meat comes from." – survey participant*

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# Keeping Meat Local to Nebraska” Survey for the District’s 14-County Region

The Keeping Meat Local to Nebraska Survey, created by Central Nebraska Economic Development District with the help of our members, was made available online at [surveymonkey.com](https://surveymonkey.com). A marketing flyer was created to announce the availability of the survey and how participants could complete the survey online, or request a paper survey to be mailed out to them. The paper-survey would include a self-addressed, self-stamped return envelope for the participants to mail their completed surveys back in.

The “Keeping Meat Local to Nebraska” Survey sought input from consumers about their preferences of beef and pork, including the way they buy and select. The survey also included questions that gathered the participant’s input regarding local meat such as beef and pork.

The survey opening began the first week of February and finished at the end of April. The overall total of both completed paper and online surveys received during the process was 1,061 surveys (which included 144 paper surveys returned by mail).

Below you will find survey results for each of the questions responded to.

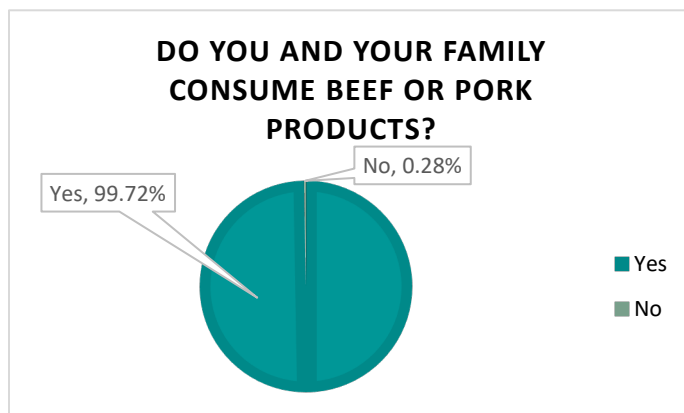


Figure 1- Participants that consume beef and pork products.

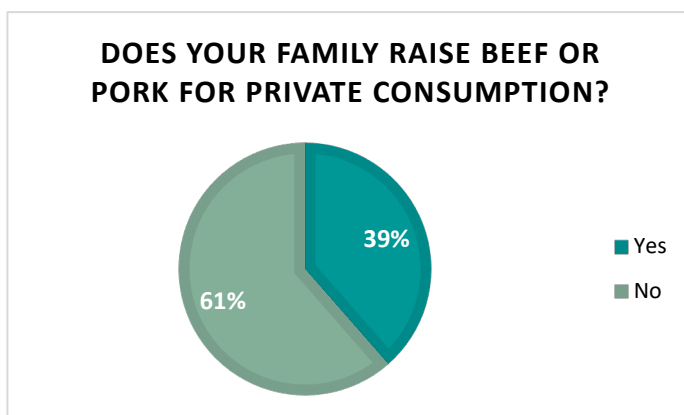


Figure 2- Participants that raise beef or pork for private consumption.



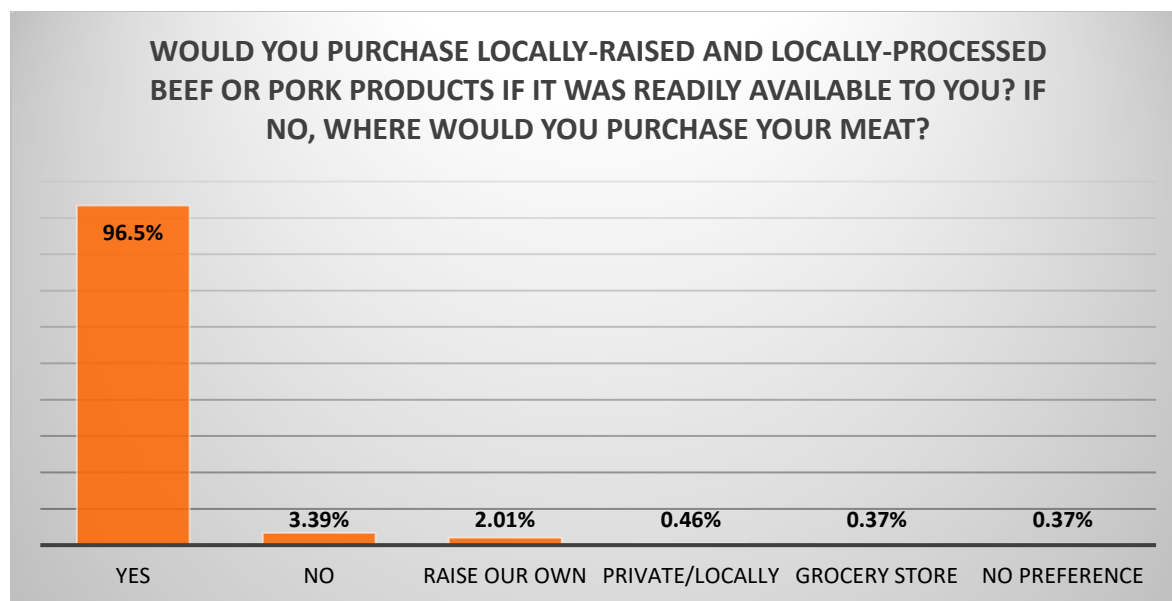


Figure 3- Where participants purchase beef and pork.

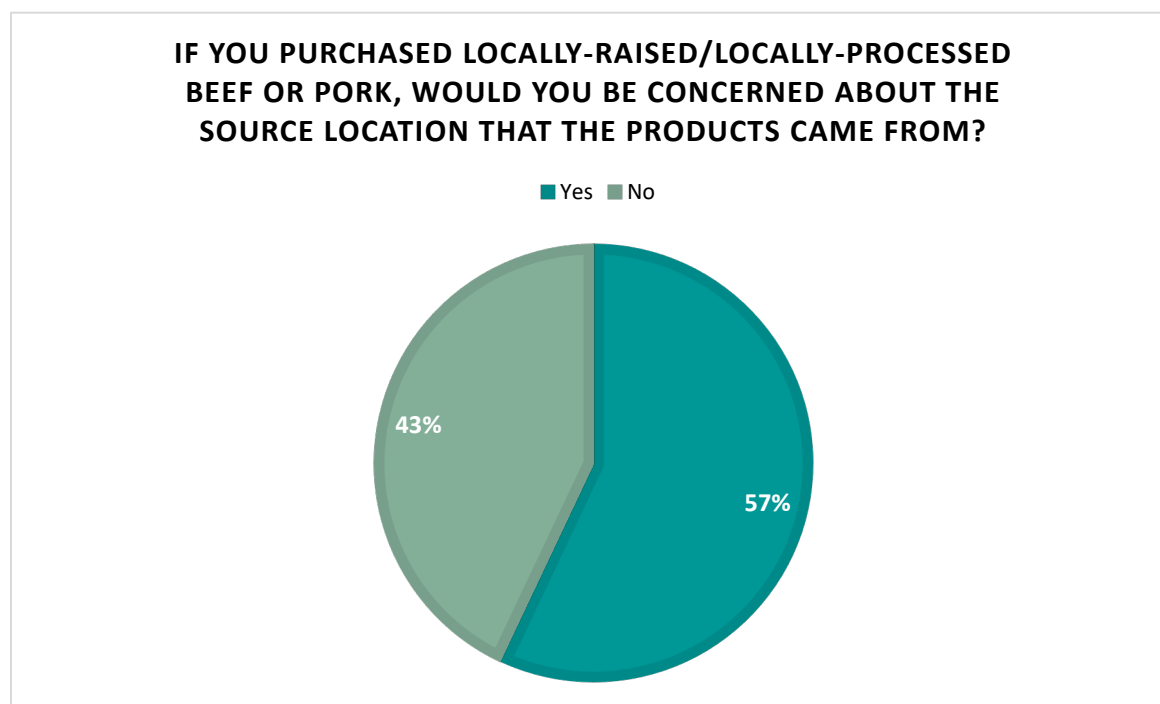


Figure 4- Locally-raised/processed meat products source location preferences.

**IS LOCALLY-RAISED/PROCESSED BEEF AND PORK AVAILABLE IN YOUR AREA? IF SO, HOW FAR IS THE CLOSEST LOCALLY-RAISED AND PROCESSED BEEF AND/OR PORK OUTLET FROM WHERE YOU LIVE?**

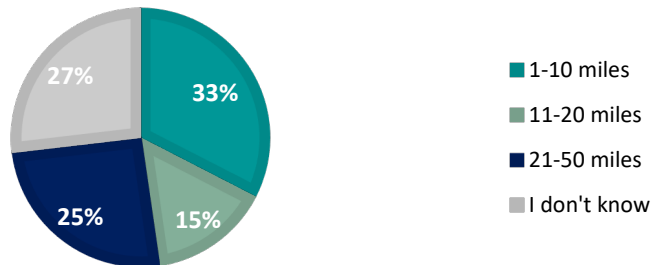


Figure 5- Closest locally-raised and processed beef and pork outlet location(s).

**QUESTION 6: WOULD YOU CONSIDER BUYING BEEF OR PORK IN 'BULK'?**

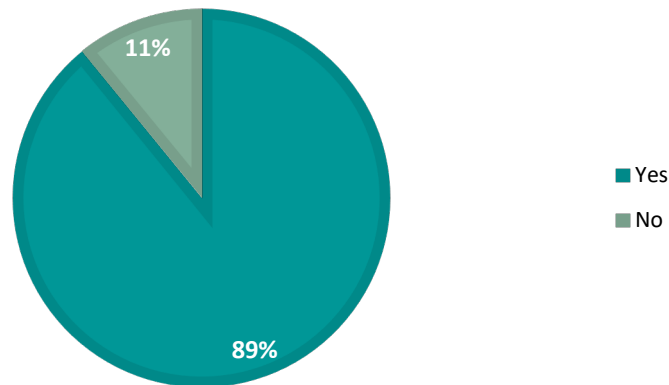


Figure 6- Would consumers purchase beef and pork in 'bulk'.

**QUESTION 7: IF YOU ANSWERED 'YES' ON QUESTION #6, WHAT IS THE AMOUNT OF BEEF OR PORK THAT YOU WOULD CONSIDER BUYING IN 'BULK'?**

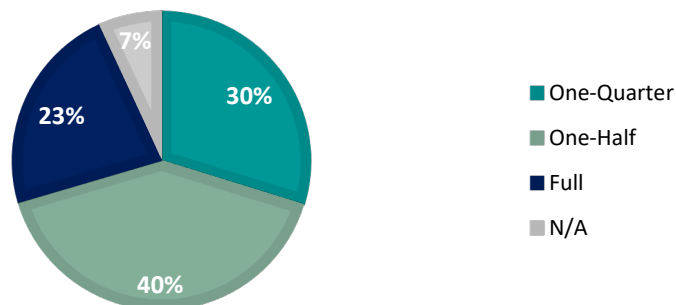


Figure 7- The total amount of beef or pork consumers would consider to purchase in 'bulk'.

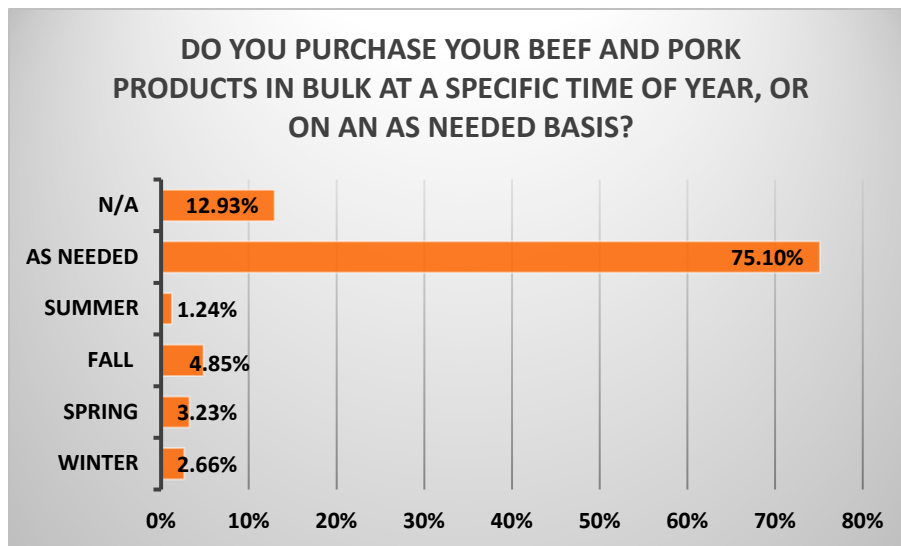


Figure 8- When consumers purchase their 'bulk' beef and pork products.

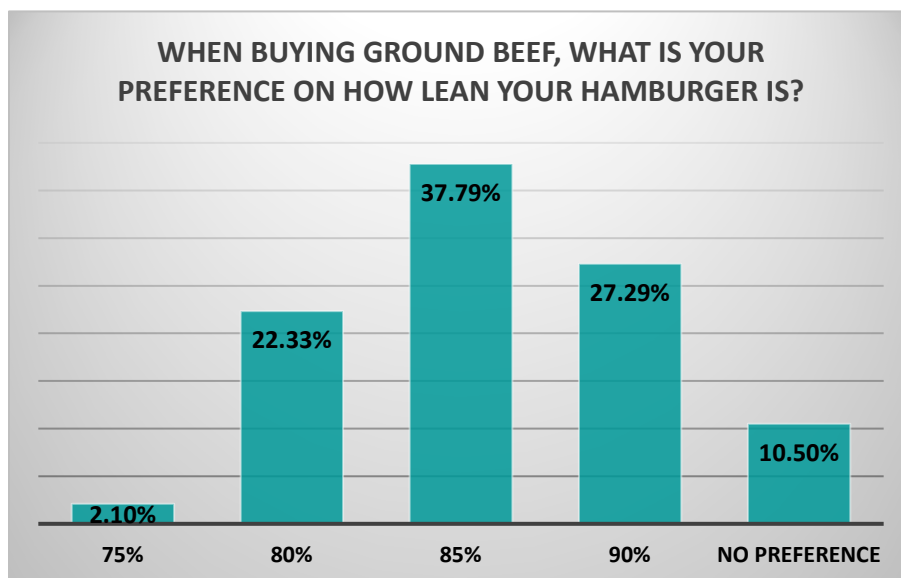


Figure 9- Ground Beef preferences.

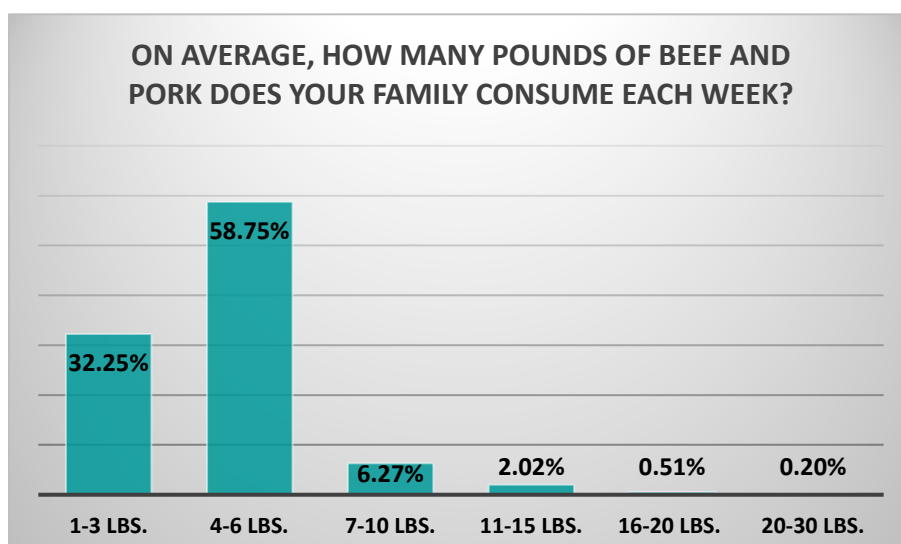


Figure 10- The total amount of beef or pork a family consumes each week.

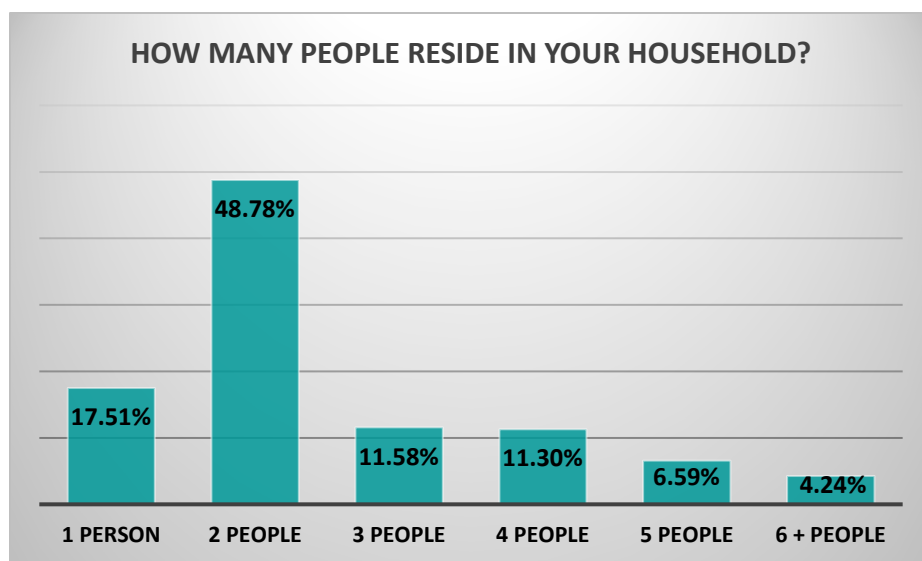


Figure 11- Household Demographics.

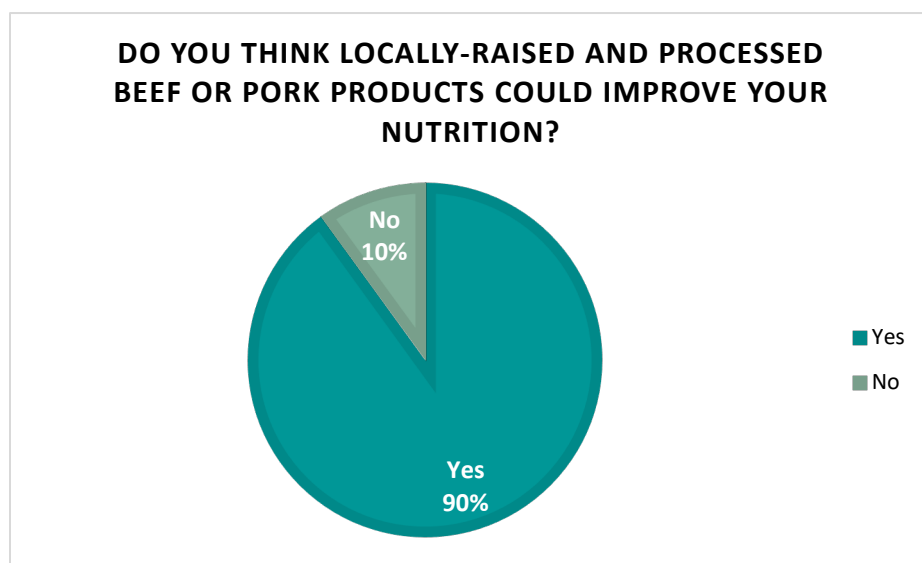


Figure 12- Locally-raised /processed beef or pork product nutrition.

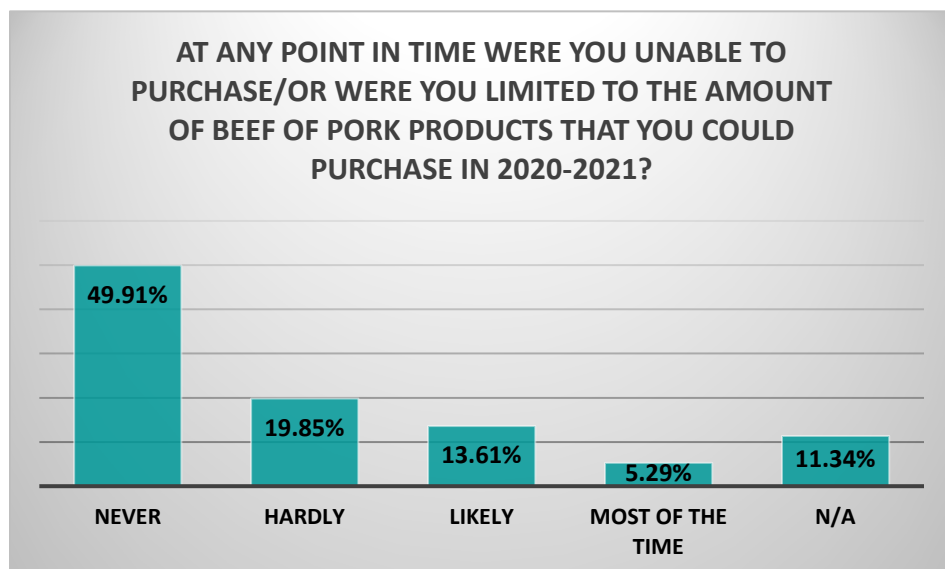


Figure 13- Beef and pork product shortages from 2020-2021.

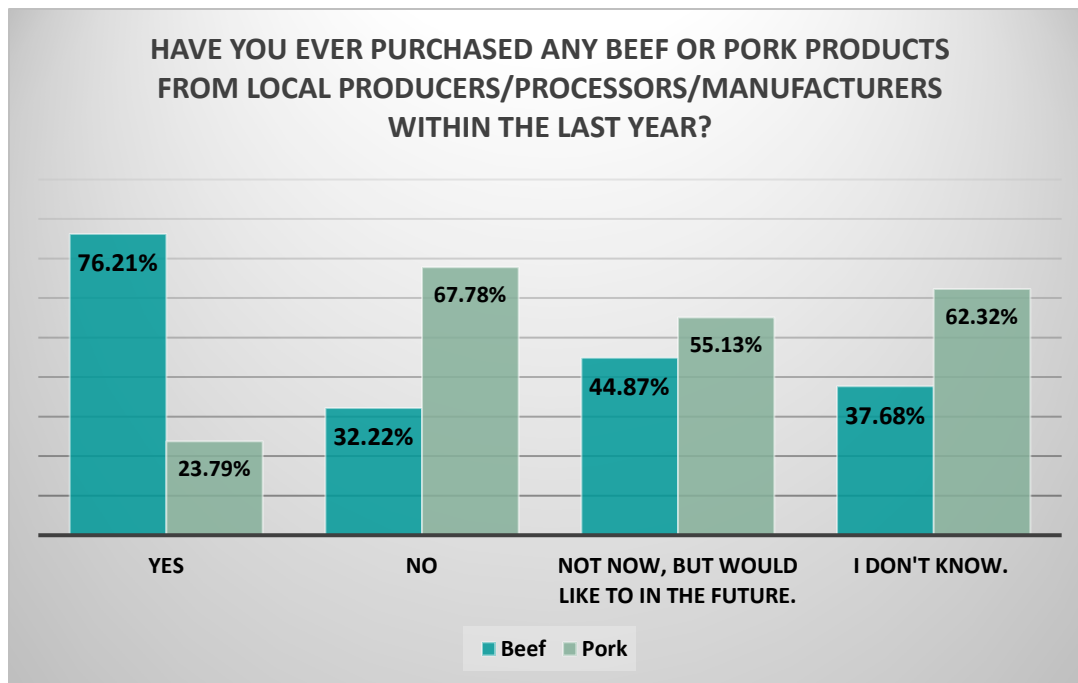


Figure 14- locally- raised and processed beef or pork product purchases within the last year.

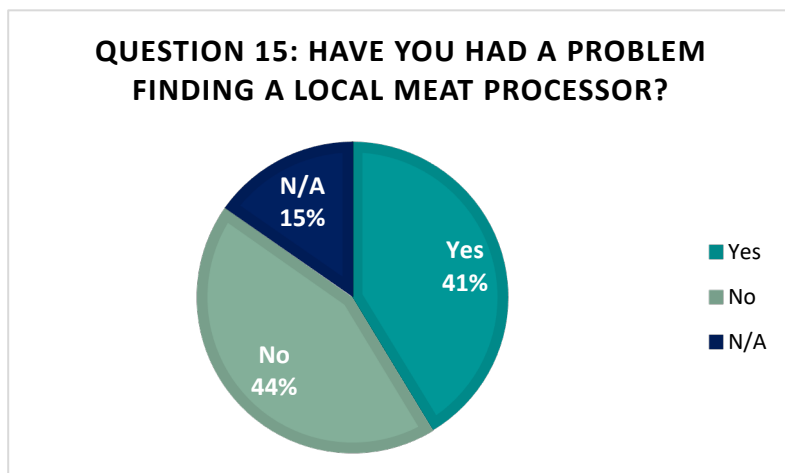


Figure 15- Locating a local meat processor.

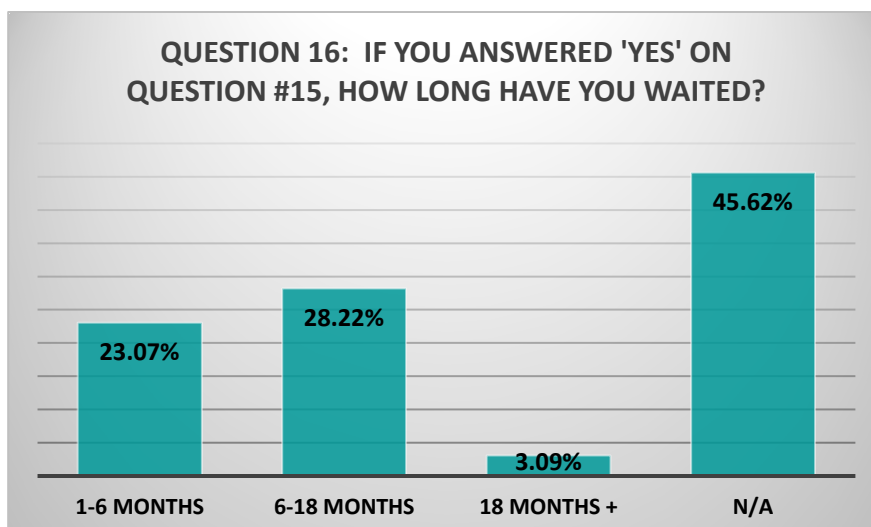


Figure 16- The time span consumers have waited to get into a local meat processor's schedule.



**IF BOTH LOCALLY-RAISED/PROCESSED BEEF OR PORK AND NON-LOCALLY SOURCED BEEF OR PORK WERE AVAILABLE, I PREFER...**

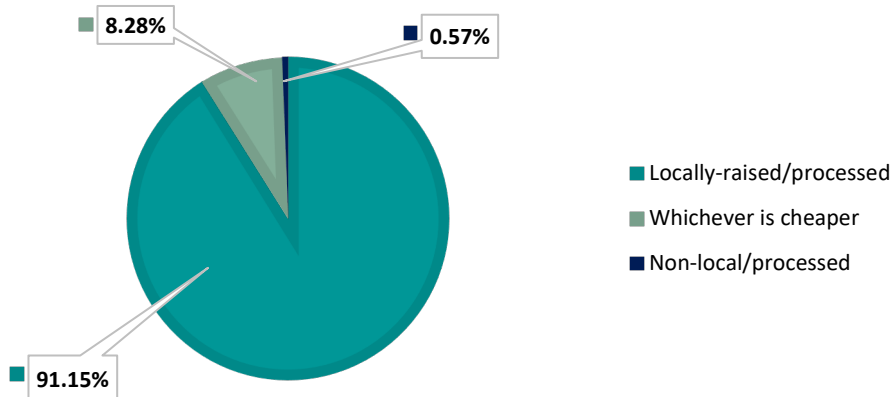


Figure 17- Consumers purchase preference if Locally-raised and processed beef or pork was available

**WOULD YOU BE WILLING TO PAY MORE FOR LOCALLY-RAISED AND LOCALLY-PROCESSED BEEF OR PORK PRODUCTS?**

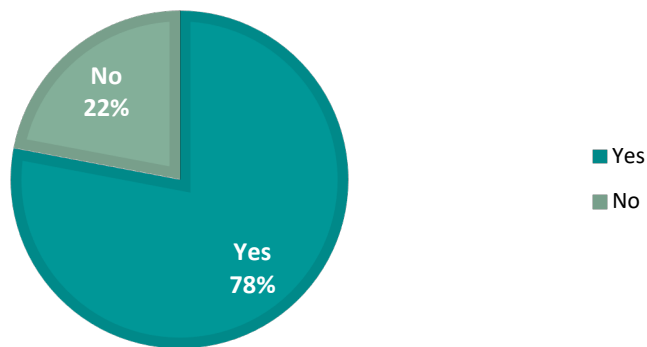


Figure 18- Consumers that would pay more for locally-raised and processed beef and pork products.

**IF BEEF OR PORK WAS LOCALLY-RAISED AND LOCALLY-PROCESSED, COULD IT BE AN EDUCATIONAL OPPORTUNITY FOR TODAY'S GENERATION TO KNOW THE PROCESS AND WHERE THE SOURCE PRODUCTS COME FROM?**

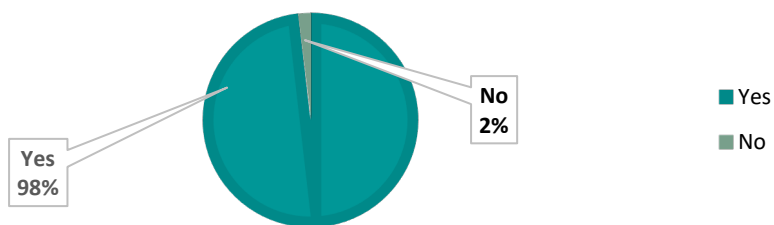


Figure 19- Meat processing educational opportunity

**WHAT WOULD YOU LIKE TO SEE IN YOUR LOCALLY-RAISED BEEF OR PORK? (EXAMPLE: GRASS-FED, CORN-FED, AND OR ALL NATURAL)**

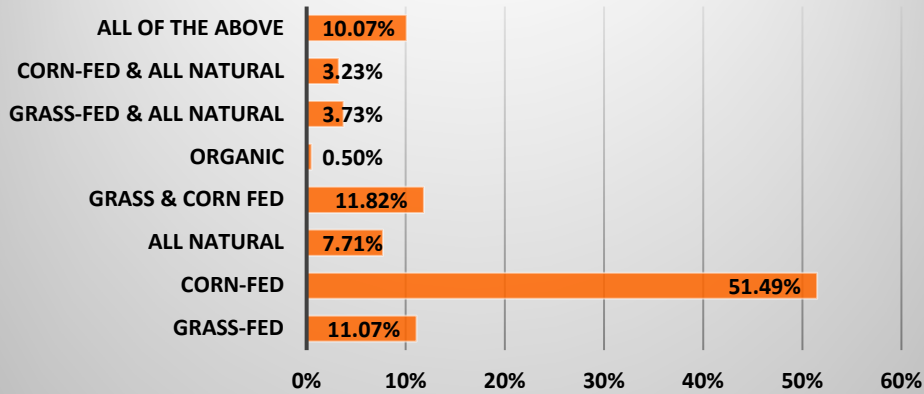


Figure 20- Locally-raised/processed beef and pork preferences.

**CHARACTERIZE EACH OF THE FOLLOWING REASONS FOR BUYING LOCAL BEEF AND PORK PRODUCTS (I.E. LOCALLY-RAISED AND/OR PROCESSED ON A SCALE FROM VERY IMPORTANT TO NOT IMPORTANT.**

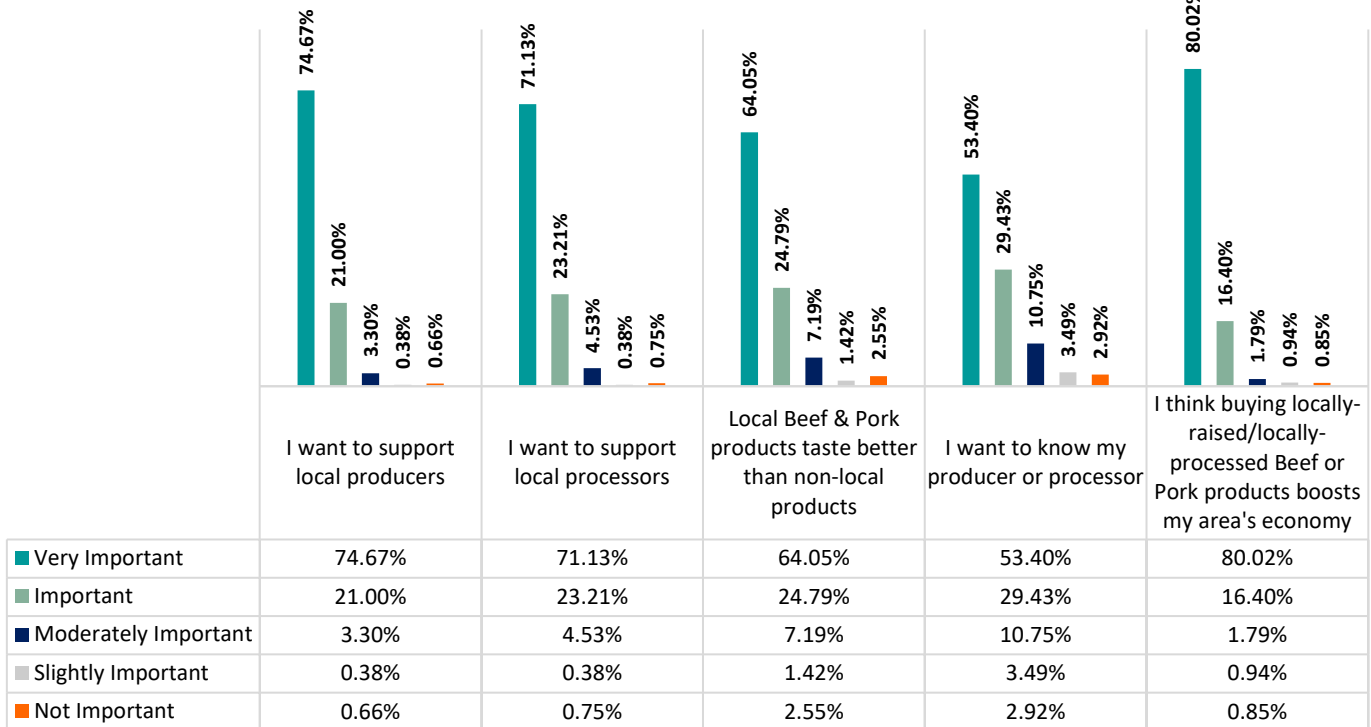


Figure 21- What motivates consumers to purchase local beef and pork products.

# What is Next

## New Business Opportunities

- Meat processing plant
- Mobile Unit Meat Processing (Not yet allowed in the State of Nebraska)

## Federal Regulations and Inspections

### Inspection Types:

There are three types of inspections a meat processor can operate under, or some combination, in Nebraska:

#### 1.) Custom-Exempt:

- A Custom-Exempt plant can only slaughter and process livestock for the exclusive use of *livestock owner(s)*.
- The producer has the option to sell direct to consumer prior to slaughter and processing, but can't be sold by the pound. Producers have the option of selling in three sizes:  $\frac{1}{4}$ ,  $\frac{1}{2}$ , and whole.
- In January of 2022, Nebraska introduced and passed the Herd Share Legislation, where 1lb. equals 1 share of a Custom Exempt slaughter/processed animal. For more information about the Herd Share Program, you can visit the Center for Rural Affairs website that has a helpful resource guide. | <https://www.cfra.org/publications/resource-guide-nebraska-herd-share-program>

#### 2.) Federal Inspection (USDA) Plan Requirements:

- Hazard Analysis and Critical Control Points (HACCP) Plan: is a logical, scientific approach to controlling hazards in meat production and assuring the safe production of food products.
- Standard Operation Procedure for Sanitation (SSOPs).
- Food and Safety and Inspection Service (FSIS) Recall Plan.
- Daily inspection of processing facilities, and (for red meat) inspection of each animal before and after slaughter.

#### 3.) Retail Exempt Requirements: There are many requirements before a product can be placed on shelves for retail, including:

- The product is required to be pre-inspected by the USDA.
- The product is required to be the first to be cut or processed during the day prior to any custom product entering the room in order to avoid any cross-contamination.
- The final product is labeled for retail sale, and cannot include any USDA labeling on the package.

## Funding:

### The U.S. Small Business Administration

The Small Business Administration guides entrepreneurs on how to plan, launch, manage, and grow their business and directs them to lenders that would be able to help finance their business.

### USDA Grant Opportunities:

- Meat & Poultry Processing Capacity Technical Assistance Program (MPPTA): This program will help assist grant recipients throughout their project and provide technical assistance. <https://www.rd.usda.gov/programs-services/business-programs/meat-and-poultry-processing-expansion-program>
- Meat & Poultry Processing Expansion Program Grants (MPPEP): This program provides grants to help eligible processors expand their capacity. The USDA Rural Development designed the MPPEP to encourage competition and sustainable growth in the U.S. meat processing sector, and to help improve supply chain resiliency. <https://www.rd.usda.gov/programs-services/business-programs/meat-and-poultry-processing-expansion-program>
- Value-Added Producers Grant: This program helps agricultural producers enter value added activities related to the processing and marketing of new products. <https://www.rd.usda.gov/programs-services/business-programs/value-added-producer-grants>
- Meat & Poultry Inspection Readiness Grants (MPIRG): This program assists currently operational meat and poultry slaughter and processing facilities in obtaining a Federal Grant of Inspection under the Federal Meat Inspection Act (FMIA) or the Poultry Products Inspection Act (PPIA); or to operate as a State-inspected facility that is compliant with FMIA or PPIA under a respective Cooperative Interstate Shipment (CIS) program. <https://www.ams.usda.gov/services/grants/mpirg>

## Assistance

*The University of Nebraska Extension* has a list of information and trainings available for food safety on their website (<https://food.unl.edu/food-safety>). Listed below are some of the trainings and information:

HACCP Training: The University of Nebraska Extension offers a variety of workshops that will guide you into creating a HACCP plan and managing. | <https://food.unl.edu/haccp-harpc-training>

SSOP Programs: The University of Nebraska Extension offers more information on how to create and manage this program.

### Other Helpful Links:

- The State of Nebraska Department of Agriculture website includes all the requirements for meat processing in the state of Nebraska. | <https://nda.nebraska.gov/index.html>

- The Niche Meat Processor Assistance Network provides a variety of information and tips on starting a meat processing plant. | <https://www.nichemeatprocessing.org/>
- The Nebraska Cattleman and the Nebraska Pork Producers Association websites provides informational podcasts about steps for meat processing. | <https://nebraskacattlemen.org/> & <https://www.nepork.org/>
- A Guidebook for the Preparation of HACCP Plans can be found on the U.S Department of Agriculture’s website. | <https://www.fsis.usda.gov/guidelines/2020-0008>
- HACCP Principles & Application Guidelines can be found on the U.S. Food and Drug Administration website. | <https://www.fda.gov/food/hazard-analysis-critical-control-point-haccp/haccp-principles-application-guidelines>
- A Sanitation Standard Operating Procedure (SSOP) Model Guideline can be found on the U.S. Department of Agriculture’s website. | <https://www.fsis.usda.gov/guidelines/2020-0009>
- Food Safety and Inspection Service (FSIS), USDA: The FSIS section on the USDA’s website provides many guidelines for beef and pork processing. | <https://www.fsis.usda.gov/policy/fsis-guidelines?keywords=&page=10>

## Meat Processing Summits and Conferences

- **“Bridging the Continental Divide” Mountain Meat Summit, Fort Collins, Colorado**: This Meat Summit will take place of *January of 2023*. For more information, please contact: Becca Jablonski, [becca.jablonski@colostate.edu](mailto:becca.jablonski@colostate.edu) or Marth Sullins, [martha.sullins@colostate.edu](mailto:martha.sullins@colostate.edu). <https://foodsystems.colostate.edu/educational-impacts/meat-supply-chains/>
- **Nebraska Association of Meat Processors (NAMP)**: NAMP is an association that local lockers have the opportunity to be apart of. The Association holds an annual convention every year where members can attend educational seminars, a trade show, take part in Cured Meats Competition, and attend the awards banquet. <https://www.namponline.com/>
- **American Association of Meat Processors Convention (AAMP)**: *AAMP’s convention will be held in Des Moines, Iowa this year from July 14-16<sup>th</sup>, 2022.* Operators of small firms in meat will be attending from the U.S. and Canada. This convention is for processors, wholesalers, retailers, caterers and is available for both members and non-members of the association. For more information please visit, <https://www.aamp.com/aamp-convention>.



## Response by the Numbers for the Keeping Meat Local to Nebraska Survey

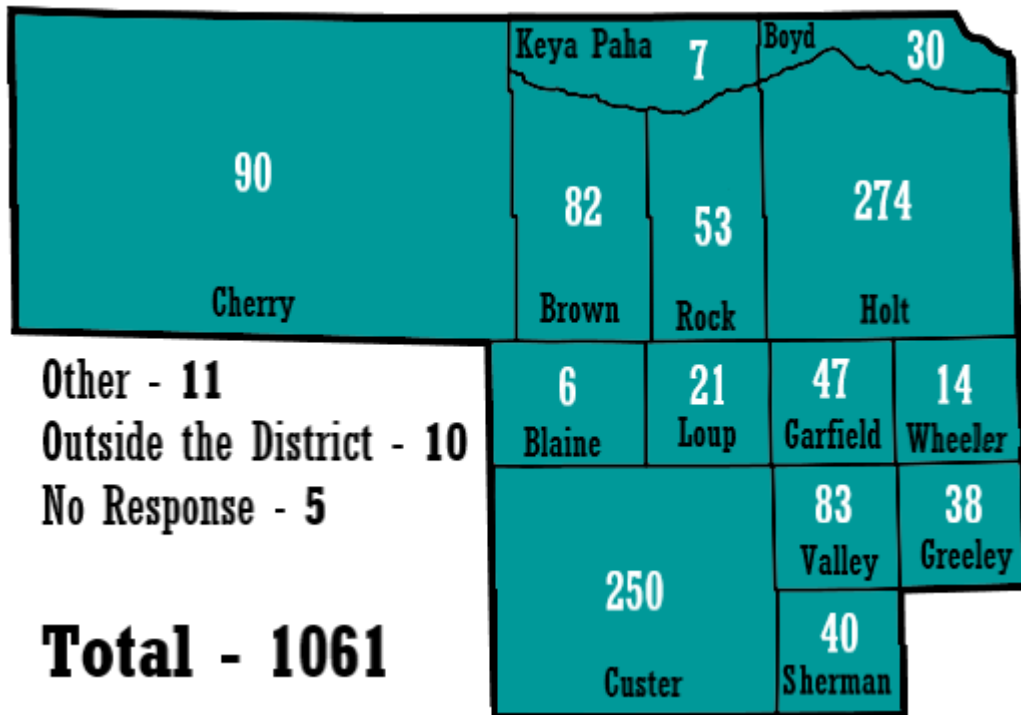


Figure 22- Keeping Meat Local to Nebraska Survey County Response data for the Central Nebraska Economic Development District (CNEDD) region.

**Central Nebraska Economic Development District**  
CNEDD

**Keeping Meat Local to Nebraska Survey 2022**  
Central Nebraska Economic Development District (CNEDD) is gathering public input regarding the demand for local Nebraskan Beef and Pork suppliers. Thank you for taking the time to complete this survey.

**Glossary:**  
*Locally Raised & Processed:* Up to 75 miles away.  
*Processed/Butchered/Packaged Meat:* When any of these terms are mentioned, this is the way the Beef and Pork is processed and packaged.

1. Do you and your family consume Beef or Pork Products?  
☐ Yes  
☐ No

2. Does your family raise Beef or Pork for private consumption?  
☐ Yes  
☐ No

Figure 23: Keeping Meat Local to Nebraska Survey Sample page.

## Helpful Links

### Program

- *Herd Share Program*, Center for Rural Affairs | <https://www.cfra.org/publications/resource-guide-nebraska-herd-share-program>

### USDA Grant Opportunities:

- Meat & Poultry Processing Capacity Technical Assistance Program (MPPTA) | <https://www.rd.usda.gov/programs-services/business-programs/meat-and-poultry-processing-expansion-program>
- Meat & Poultry Processing Expansion Program Grants (MPPEP) | <https://www.rd.usda.gov/programs-services/business-programs/meat-and-poultry-processing-expansion-program>
- Value-Added Producers Grant | <https://www.rd.usda.gov/programs-services/business-programs/value-added-producer-grants>
- Meat & Poultry Inspection Readiness Grants (MPIRG) | <https://www.ams.usda.gov/services/grants/mpirg>

### Assistance

- *Food Safety Information and Trainings*, The University of Nebraska Extension | <https://food.unl.edu/food-safety>
- Hazard Analysis Critical Control Points (HACCP) Training | <https://food.unl.edu/haccp-harpc-training>
- Sanitation Standard Operation Procedures (SSOP) Training | <https://food.unl.edu/food-safety>

### Other Links:

- The State of Nebraska Department of Agriculture | <https://nda.nebraska.gov/index.html>
- The Niche Meat Processor Assistance Network | <https://www.nichemeatprocessing.org/>
- The Nebraska Cattleman Association | <https://nebraskacattlemen.org/>
- The Nebraska Pork Producers Association | <https://www.nepork.org/>
- Guidebook for the Preparation of HACCP Plans | <https://www.fsis.usda.gov/guidelines/2020-0008>
- HACCP Principles & Application Guidelines can be found on the U.S. Food and Drug Administration website. | <https://www.fda.gov/food/hazard-analysis-critical-control-point-haccp/haccp-principles-application-guidelines>
- Sanitation Standard Operating Procedure (SSOP) Model Guideline | <https://www.fsis.usda.gov/guidelines/2020-0009>

- Food Safety and Inspection for beef and pork processing | <https://www.fsis.usda.gov/policy/fsis-guidelines?keywords=&page=10>

## **Meat Processing Summits and Conferences**

- “Bridging the Continental Divide” Mountain Meat Summit, Fort Collins, Colorado | <https://foodsystems.colostate.edu/educational-impacts/meat-supply-chains/>
- Nebraska Association of Meat Processors (NAMP) | <https://www.namponline.com/>
- American Association of Meat Processors Convention (AAMP) | <https://www.aamp.com/aamp-convention>



<https://cnedd.org/>

*This Report was funded in total by the Economic Development Administration (EDA)*



<https://www.eda.gov/>

*This Report was created and released on July 1, 2022.*