

Increasing Prosperity for Small Farms

Sustainable livestock production, processing, and marketing

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Linking Community
Priorities with
University Resources
for a Vibrant Idaho

University of Idaho
Office of Community Partnerships

Goal: Increase revenues for small livestock producers and maximize economic benefits to rural economies

Research Components

- Supply and willingness to participate
- Potential business models
- Consumer interest and price sensitivity
- Environmental benefits and tradeoffs
- Distribution and marketing strategies
- Economic impacts
- Feasibility of strategies

Project Team

Office of Community Partnerships

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Sustainability Center

→ Jennifer Boie

Business & Economics

→ Steve Peterson, Tracie Lee

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Conservation Social Sciences

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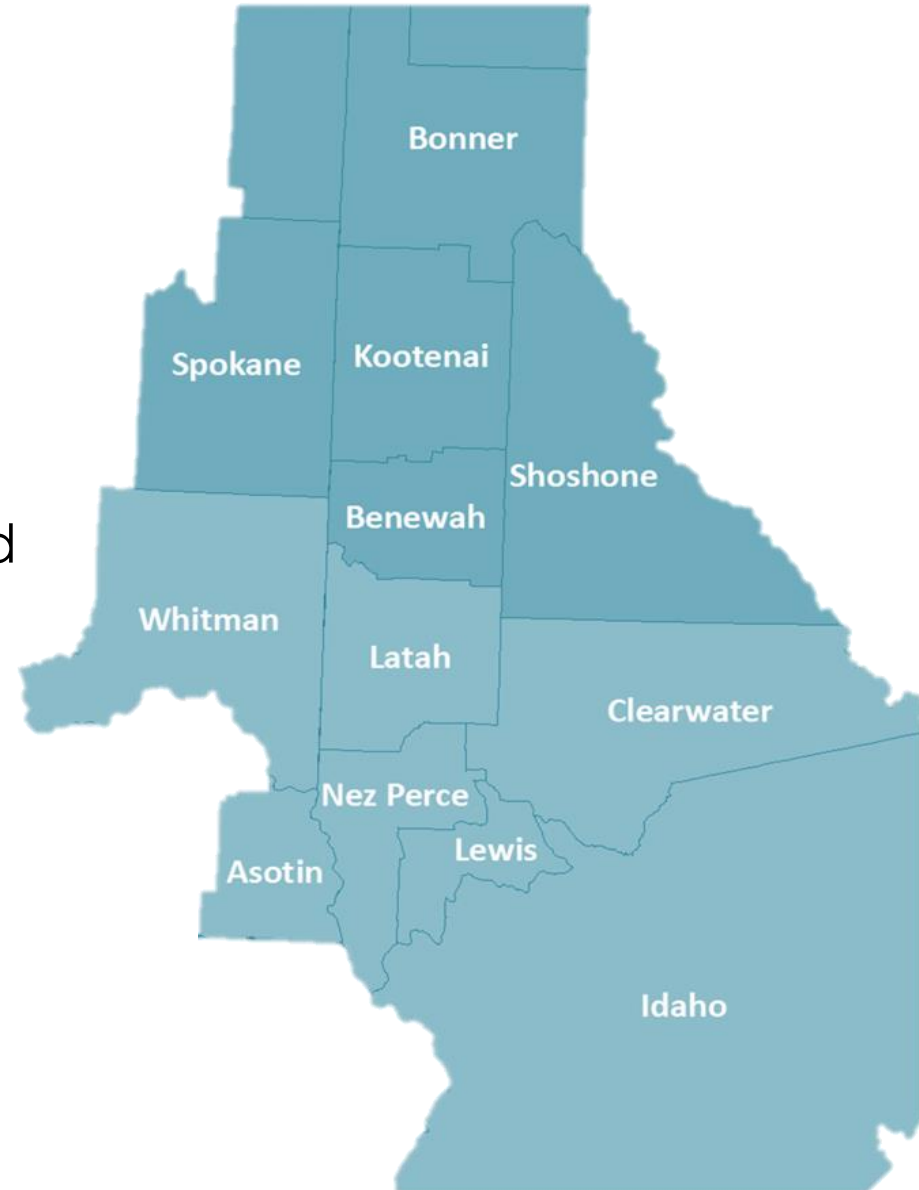
Agricultural and Life Sciences

→ Dev Shrestha, Danny Roop

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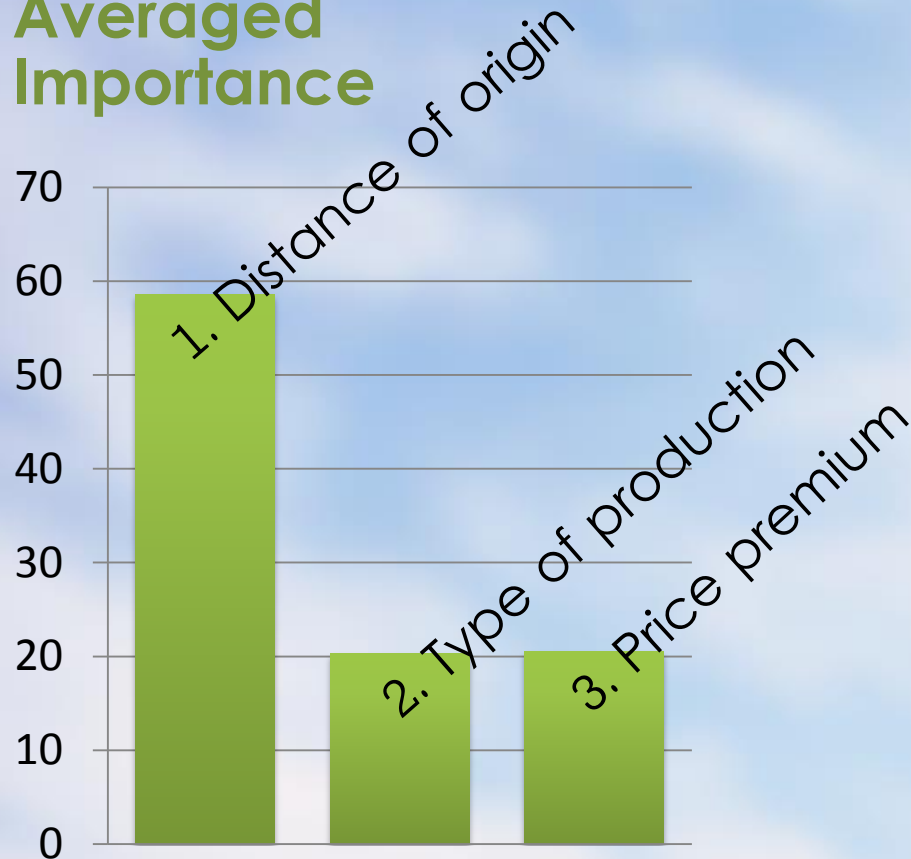
→ Cinda Williams, Ron Richard

Study Area



Consumer Interest

Averaged Importance



1. Study area

- Eastern Washington
- North Idaho
- North Central Idaho

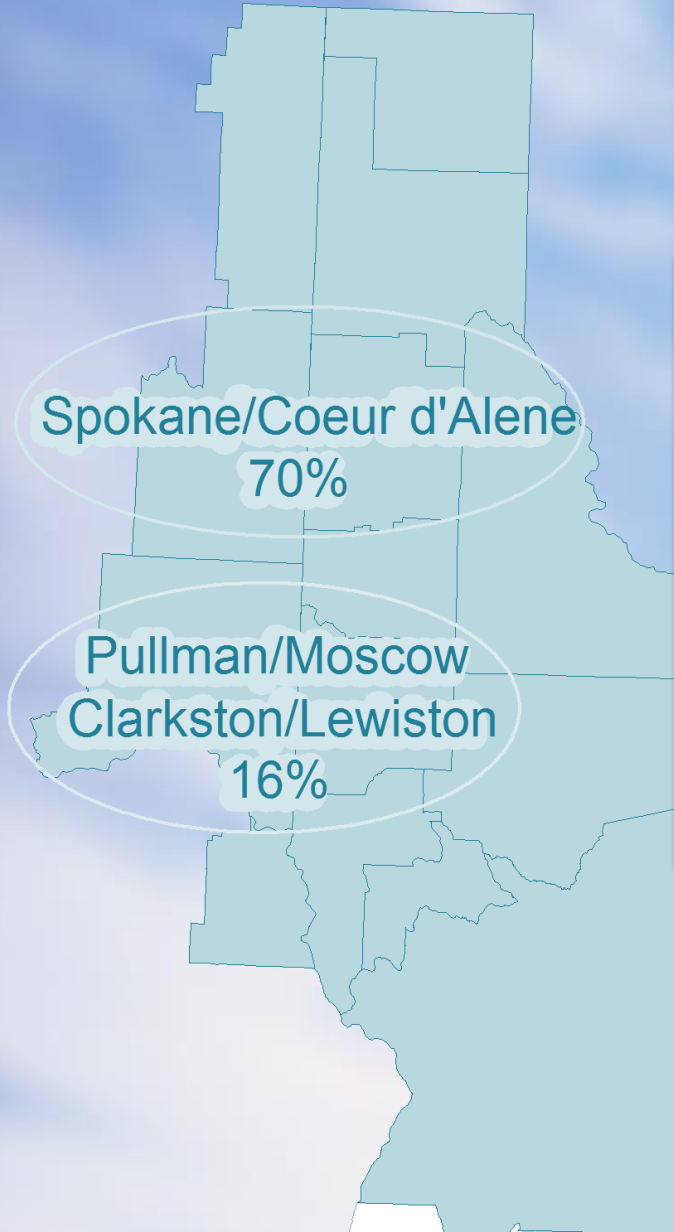
2. Method of study

- Conjoint analysis

3. Findings

- Natural vs. Conventional
- Pay less vs. Pay more
- Locally grown = 85 miles

Markets



Beef Cooked at Home (\$241/household)

	Population	Households	Total \$ Beef
AFRI Region	875,000	336,500	\$81M
Spokane/CdA	615,000	236,500	\$57M
Idaho State	1,585,000	609,600	\$147M
Quad County	144,000	55,500	\$13M

Existing Processing

Methods: Individual and group interviews

Findings

- Continued decline in custom-exempt processors
- Bottlenecks: labor, cooler space and succession
- Additional capacity exists
- Need USDA-inspected carcasses



Small Ranch Life Cycle Analysis

Findings:

- **13.78 ± 2.08** kg CO₂e/kg live weight for small ranches
- **15.06–15.79** kg CO₂e/kg live weight for large operations
- **80%** of GHG emissions from cattle
- **15%** from feed
- **5%** from transportation
- Highly variable for feed and transportation

Economic Impact Analysis

- Alternatives generate 15 to 50 jobs, including multiplier effects
- Sizeable impacts in small rural communities
- Increase by factor of 2 to 3 if entire beef-production system local
- Local beef is important to overall integration of a local food system

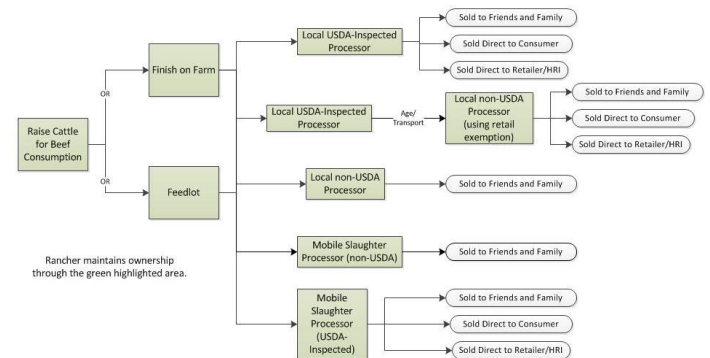
Feasibility of Strategies

Method: Weighted Factor Scoring Model

Criteria	Weight	Score	Weight*Score
C_1 : Dollars/lb created in community			
C_2 : Total CO ₂ emissions			
C_n ...			
			Total: _____

Expected outcomes

- Scenario that optimizes existing capacity will be feasible
- Provide recommendation to working group



Most of these options could be for one rancher, several ranches, a co-operative, etc.
HRI = hotels, restaurants, institutions

Supply and Producer Interest

Developing more livestock-processing options

- Very important **60%**
- Moderately important **28%**

Preferred processing facility

- Fixed facility (USDA Inspected) **42%**
- On-farm or mobile-slaughter unit (USDA Inspected) **49%**

Willingness to participate in creating

- Processing cooperative **93%**
- Marketing cooperative **88%**

Willingness to Participate

Methods: Surveys, interviews, group interviews

Findings

- Plenty of animals
- Producer interest
- Viable strategies
- Detail-dependent feasibility
- Producer committee formed for next steps...

University of Idaho 2012 Interdisciplinary Collaborative Efforts Excellence Awards

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