



DIRECT MARKETING and CUSTOM EXEMPT PLANTS

Direct marketing is the business of selling products or services directly to the public, e.g. by social media, email or telephone, rather than through retailers.

While this has always been a common method of selling live animals, when combined with the state's network of custom exempt slaughter and processing facilities, it can allow livestock producers to directly reach their target customers and vice versa. This may include multiple customers dividing a single animal by halves, quarters, packages, etc.

Using custom exempt plants may help to alleviate the bottleneck and long wait times that farmers and customers sometimes experience when attempting to get a reservation with a fully wholesale inspected facility.

It also allows the consumer to get a clearer picture of the local farm that is providing the meat for their family.

- The purchase must occur while the animal is alive.
- A single animal may be purchased by multiple people.
- Upon delivery to the slaughter facility, the animal is placed under the new owner's name(s).
- The resulting meat/poultry products are marked "Not For Sale" by the processor and cannot be sold.
- When a custom plant is used, the packaged products may be labeled with the producer's farm name, but not with an inspection logo and not for resale.
- Once the animal is processed, the producer may deliver the meat to the purchaser(s).



You can locate the custom exempt and wholesale inspected slaughter and processing facilities in Louisiana by visiting our website <https://www.ldaf.state.la.us/animal-health/veterinary-health-division/federal-and-state-meat-programs/> or simply google "LDAF Meat" for lists of active plants.

