

Marketing Your Animals

Steps to selling livestock in Louisiana



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The Basics

- Where to start
 - Determining your path
 - Custom Processing
 - Direct Marketing
 - Wholesale Inspected Processing
 - Private Labeling
 - Retail
 - Finding a processor
 - Preparing your product
- 



Where To Start


Learn The Industry Through Market Research

- Trade Organizations
 - Extension Service
 - Academia
 - Government Organizations
 - Business Associates
 - Private Consultants
- 



Determining Your Path

Which Regulatory Agency?

- Are you the Processor or Producer/Private Labeler?
 - What species?
 - Who is your intended customer?
 - What percentage is meat/poultry?
 - Are you selling the meat or the service?
 - Are they in-state or out-of-state?
 - Do you fall under an exemption?
 - What about your label?
- 

Regulatory Agencies

Who is it being sold to?

Wholesale Inspection

Federal Meat Inspection

- United States Dept. of Agriculture (USDA)
 - Food Safety and Inspection Service (FSIS)



State Meat Inspection

- Louisiana Dept. of Agriculture and Forestry (LDAF)
 - Meat and Poultry Inspection Program (MPIP)
 - Compliance



Retail Permitted

Federal Health Inspection

- Food and Drug Association (FDA)



State Health Inspection

- Louisiana Dept. of Health (LDH)
 - Food and Drugs
 - Retail



Regulatory Agencies

What species is it?

Species that require Inspection “amenable”

Cattle, swine, goats, sheep, equine

Domestically-raised chickens, turkeys, ducks, geese, guineas,
ratites or squabs



or



Species that are Retail Permitted “non-amenable”

Farm-raised deer*, rabbit, bison, reindeer, elk, antelope, fish,
alligator, crawfish

Domestically-raised waterfowl, such as swans, and some
domestically-raised ratites or squabs game birds, such as
farm-raised quail, and pheasant.



or



LOUISIANA
DEPARTMENT OF
HEALTH

Food and
Drug Division

*No white-tailed deer may be sold in LA

Regulatory Agencies

What percentage is it?

Minimum amounts that require Inspection
Considered “amenable”

Meat:

- 3 percent or less raw meat; less than 2 percent cooked meat

Poultry:

- Less than 2 percent cooked poultry meat; less than 10 percent cooked poultry skins, giblets or fat, separately; or less than 10 percent cooked poultry skins, giblets, fat and poultry meat (limited to less than 2 percent) in any combination

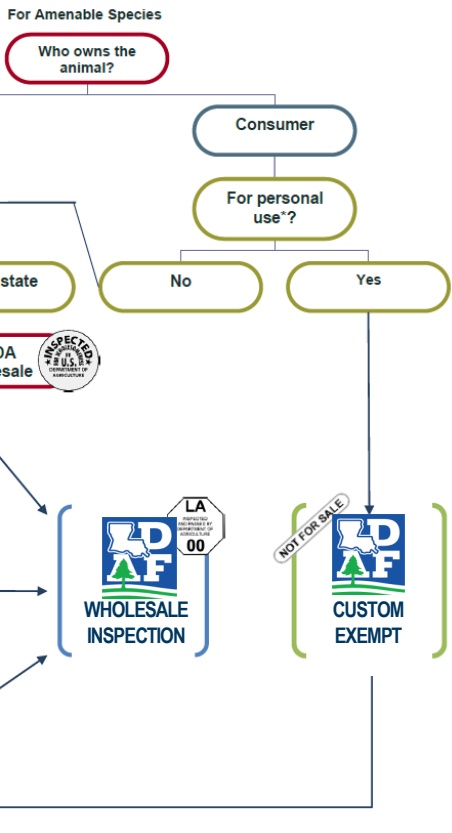


or

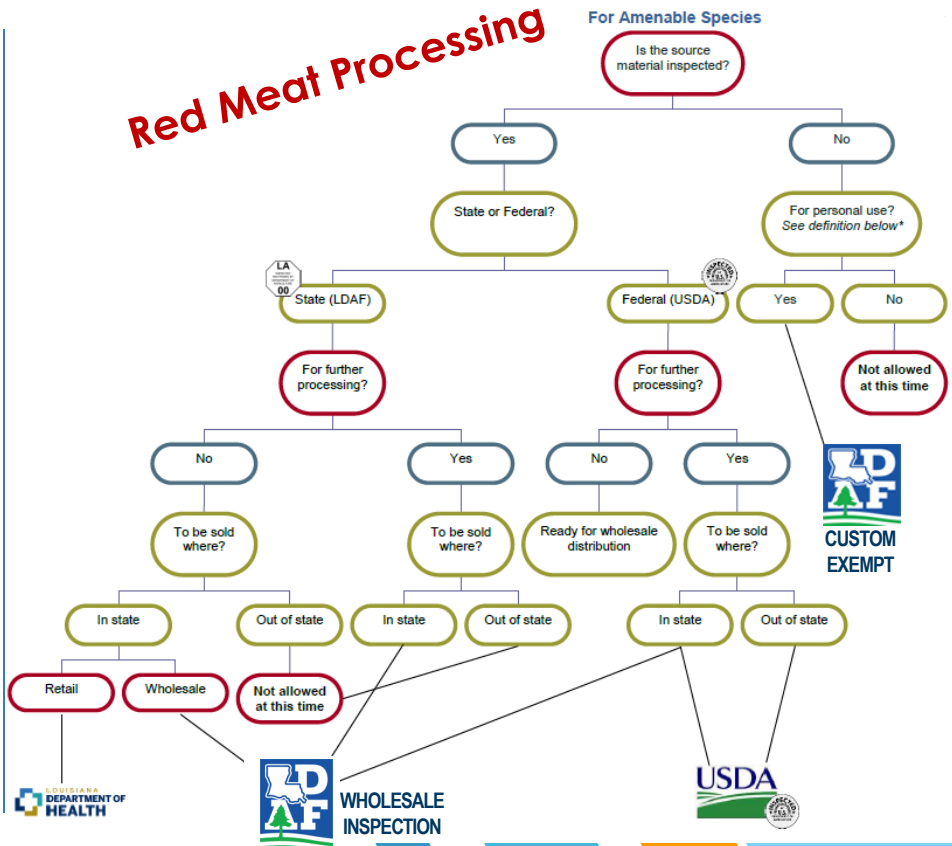


Still don't know? Try these 2 decision trees

Red Meat Slaughter




Red Meat Processing





Personal Use Exemption


What is Personal Use Exempt? – Your animal. You're the butcher. Your food.

- **Based on 9 CFR 303.1**
 - **The Federal Meat Inspection Act does not apply if the animal is:**
 - **Raised by you**
 - **Slaughtered by you**
 - **Transported by you**
 - **For yourself, members of your household and non-paying guests**
- 



Custom Processing

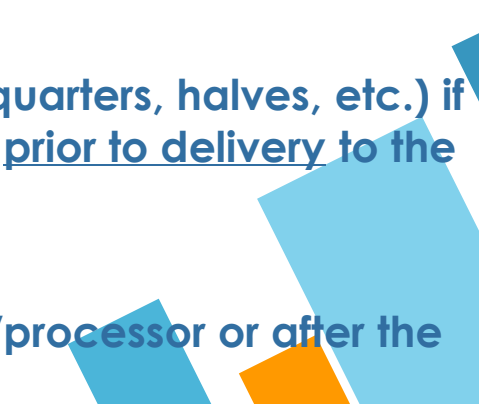
What is Custom Exempt? – Your animals. Their butcher service.
Your food.

- Based on 9 CFR 303.1
 - Having an animal processed by someone else for use by the owner, his/her household, and non-paying guests
 - The meat and meat products cannot be sold
 - Products are clearly marked “Not for Sale”
 - LDAF licenses Custom Exempt facilities in LA
 - List of current facilities is listed on our webpage - 23
 - <https://www.ldaf.la.gov/food/selling/meat-poultry/facilities> or Google “LDAF meat”
 - Still must follow basic sanitation and recordkeeping regs
- 



Custom → Direct


Direct Marketing through a Custom Exemption

- You may sell live animals to customers and deliver the live animals to the processing plant for them.
 - The animal must be placed in the new owner's name before slaughter.
 - Once the animal is processed, you may deliver the meat to the individual for a fee or as a courtesy.
 - You may sell an animal to more than one person, (quarters, halves, etc.) if the animal is registered in each new owner's name prior to delivery to the processor.
 - Meat is marked "Not For Sale" at processor
 - Meat cannot be sold after delivery to the slaughter/processor or after the meat is processed.
- 



Wholesale Inspection

Private Labeling – Your animals. Their butcher service. Sold wholesale.

- You may have your animal slaughtered, processed, and packaged under inspection by LDAF or USDA.
 - You must choose a plant that is LDAF or USDA inspected and make arrangements with their management.
 - This allows you to sell your product wholesale to the general public through a third party.
 - **“Private Labels”**
 - Created by plant mgmt. or you the producer
 - Your farm name can be on the display
 - Will have plant number, inspection logo and address (Business address of processor, or if not using the processor’s address, then the words “Prepared For”, “Packed For” or “Distributed By” must precede the address.)
 - Label must be approved by LDAF or USDA
 - Plants may allow the producer to deal directly with LDAF HQ for approval process
 - **A Compliance Officer will perform an annual review of the location where you are storing the inspected products.**
- 



Wholesale Inspection

Limitations:

- Products from an LDAF-inspected facility may only be sold within the State of Louisiana. USDA inspected product may be sold nationwide.
 - You cannot buy/sell meat without it being first slaughtered under inspection
 - Currently there are 4 USDA inspected red meat slaughter facilities in LA (3 just swapped from State Inspection)
 - There are 14 state-inspected red meat slaughter facilities, 6 of which do Private Labeling
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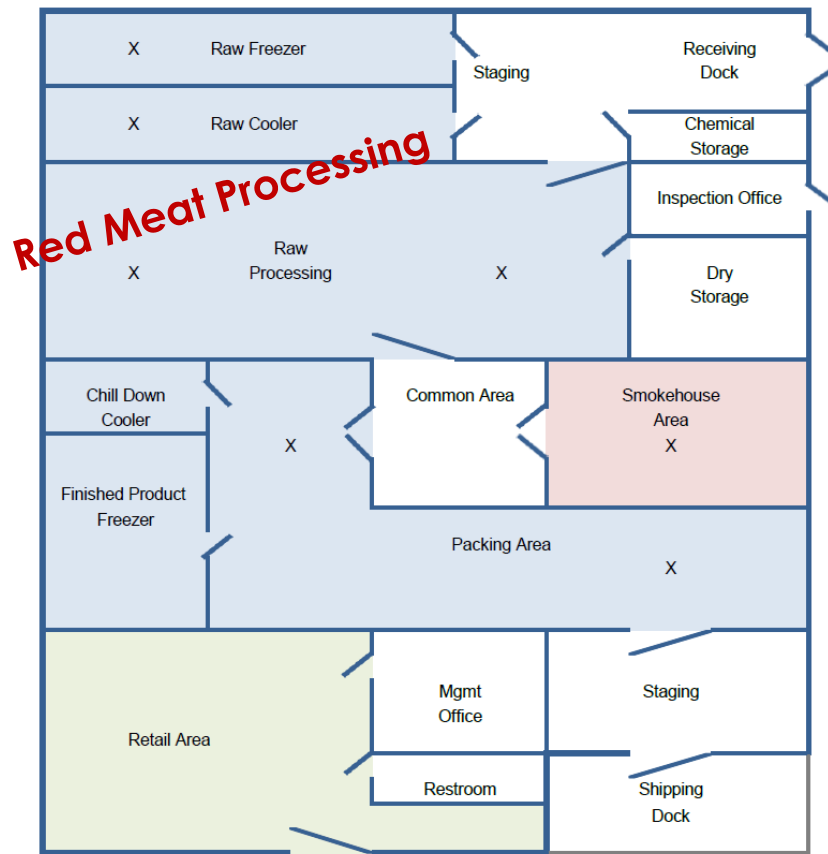
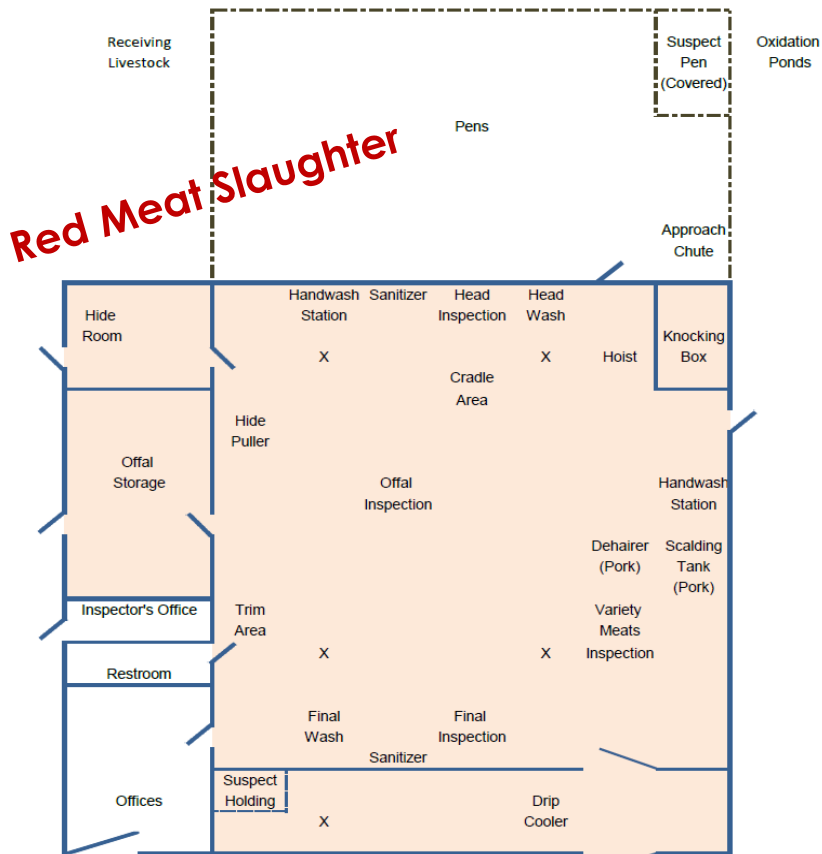
Current Private Labelers

(Inspected plants that can process your animal(s) under inspection with your own label)

	Blue – Slaughter and Processing under inspection	Green – Only Processing under inspection		
LDAF	Bellevue Meat Processing	Chris Nesbit	Haughton	318/949-3794
USDA	Coastal Plains Meat Co	Randall Perrin	Eunice	337/466-7341
LDAF	Creole Country, Inc.	Vaughn Schmidt	New Orleans	504/488-1263
LDAF	Dowling's Processing	David Dowling	Simsboro	318/243-9129
USDA	Dubach Beef Factory	W. Kyle Green	Dubach	318/777-8800
LDAF	French Settlement Sausage Co	Brad Dixon	French Settlement	225/698-3667
LDAF	Louisiana Tech Meat Lab	Gorden Reger	Ruston	318/257-4220
LDAF	Mac's Cajun Company	Brent Starring	St. Amant	504/722-1441
LDAF	McCain Farms	Evan McCommon	Calhoun	318/644-2677
USDA	Parish Meat Processing	Jackson McConnico	Sibley	318/545-5808
LDAF	River Parish Foods	Garrett Sheets	Prairieville	225/622-3262
LDAF	Roucher's Meat Market	Mark Thibodeaux	Plaquemine	225/687-4258
LDAF	Tangi Meats, LLC	Kim Duplessis	Ponchatoula	985/386-3104
LDAF	T-Moise Farms	Tim Melancon	Sunset	337/591-5979
LDAF	Voiron's Abattoir LLC	Gary Voiron	Greensburg	504/430-0268

Note: LDAF does not approve labels at USDA plants.

Examples of Small Inspected Plant Layouts



Labeling Inspected Product

LDAF Meat Inspection Label Approval Process:

1. Choose and contact a processing establishment (Inspected slaughter or processor for private labelers)
List of official establishments on website: <http://www.ldaf.state.la.us/wp-content/uploads/2020/12/LDAF-All-State-Plants-List.pdf> or simply Google “LDAF Plant List”
2. Contact LDAF MPIP HQ for general overview - **Daniel Gueho** - **225-922-1358** - dgueho@ldaf.state.la.us
3. HQ office will send label guidance information to you
4. Submit sketch label to Daniel Gueho for review along with affidavit to support production claim (if applicable) and pictures of ingredient labels that contain ingredients (including seasoning blends)
5. Submit registration form to Daniel Gueho
6. Feedback will be provided in the form of recommended changes or a sketch approval will be issued. To avoid reprinting, do not print labels until sketch approval is in hand
7. Once the labels are printed they must be stored at the processing establishment
8. Two copies of each label must be submitted to Daniel Gueho for final approval

Labeling Inspected Product

General Label Feature Requirements:

Product Name	← Approved nomenclature, check off style, product standard compliance
LDAF inspection Logo	← Standard format, specific plant number. Poultry products must contain a "P" before the plant number
Net Weight	← Bottom 30% of label
Handling Statement	← Does not apply to non-perishable products. Keep Refrigerated or Keep Frozen
Signature Line	← Business address of manufacturer, packer or distributor. If not using the processors address, then the words "Prepared For", "Packed For" or "Distributed By" must precede the address.
Ingredient Statement	← Does not apply to single ingredient products. Ingredients are listed in order of descending volume predominance. Must list out the ingredients of multi-ingredient ingredients
Safe Handling Instruction	← Does not apply to RTE products. Must meet the requirements of 9 CFR 317.2 (L)
Nutrition Facts	← If not exempt, these must meet the requirements of 9 CFR 317.300

Labeling Inspected Product

Example Sausage Label

Prepared for:
Happy Hills Farms

Jalapeño Cheese and Garlic Smoked Sausage Made with Beef



Keep refrigerated / Cooking Instructions: Cook to a final internal temperature of 165°F

Safe Handling Instructions
This product was prepared from inspected and passed meat and/or poultry. Some food products may contain bacteria that could cause illness if the product is mishandled or cooked improperly. For your protection, follow these safe handling instructions.

- Keep refrigerated or frozen. Thaw in refrigerator or microwave.
- Keep raw meat and poultry separate from other foods. Wash working surfaces (including cutting boards), utensils, and hands after touching raw meat or poultry.
- Cook thoroughly.
- Keep hot foods hot. Refrigerate leftovers immediately or discard.



Ingredients: Most to least

Manufactured by PLANT NAME
1234 Plant Address Rd, City, State, Zip

Net Weight _____

Labeling Inspected Product

Example Raw Beef Label

- Ground Beef
- Beef Ribeye Steak
- Beef Tenderloin Steak (Filet Mignon)
- Beef T-Bone Steak
- Beef Loin Strip Steak (New York Strip)
- Beef Liver
- Beef Steak
- Beef Bone
- _____

Happy Hills Farms

BEEF



Safe Handling Instructions

This product was prepared from inspected and passed meat and/or poultry. Some food products may contain bacteria that could cause illness if the product is mishandled or cooked improperly. For your protection, follow these safe-handling instructions.

-  Keep refrigerated or frozen. Thaw in refrigerator or microwave.
-  Keep raw meat and poultry separate from other foods. Wash working surfaces (including cutting boards), utensils, and hands after touching raw meat or poultry.
-  Cook thoroughly.
-  Keep hot foods hot. Refrigerate leftovers immediately or discard.



LA
INSPECTED
AND PASSED BY
DEPARTMENT OF
AGRICULTURE
00

Keep Refrigerated or Keep Frozen

1234 Farm Address Rd, City, State, Zip

Net Weight _____

Exempt Poultry Processors

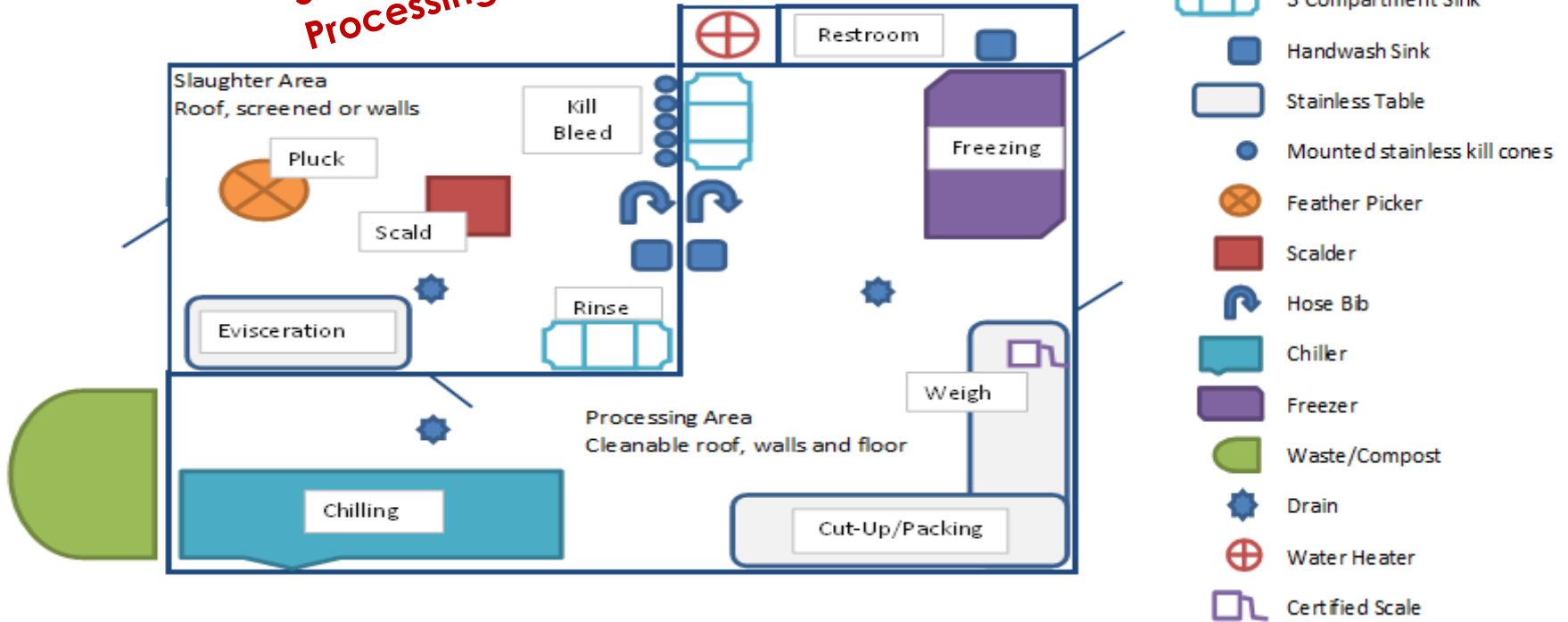
Poultry Exempt Operations in Louisiana

- Red circled locations may be willing to process other people's birds

PLANT NAME	OWNER/MANAGER	ADDRESS	PHONE NUMBER	Exemption	PARISH
A and A Acres	Ashley Baradell	19319 LA-442, Holden, LA 70744	228-342-4663	Prod/Grow 20k	Livingston
Backwater Duck Farm	Ross McKnight	21398 Wallace King Road, Bush, LA	985-264-2071	Prod/Grow 20k	Washington
Baker Bayou Farm and Market	Rusty Baker	600 Eagle Drive, Pineville, LA 71360	318-308-3459	Prod/Grow 20k	Rapides
Bayou Birds	Jacob Tullos	5338 Rosemound Loop, St. Francisville, LA 70775	985-871-3282	Small Ent 20k	West Feliciana
Bayou Sarah Farms, LLC	Sarah Roland	4966 Rosemound Loop, St. Francisville, LA 70775	225-324-9664	Prod/Grow 20k	West Feliciana
Briarhill Farm LLC	George Dobie	31073 Ott Cemetery Road, Mt. Herman, LA 70540	985-877-5946,	Prod/Grow 20k	Washington
Coq Au Coin Pastured Poultry LLC	Adam Aucoin		434-996-9112	Prod/Grow 20k	West Feliciana
Credo Farms	Nick Giovelli	20065 Carriage Dr., Amite, LA 70422	985-327-5122	Prod/Grow 20k	Tangipahoa
Dowling's Processing and Custom Meat	David Dowling	10573 Hwy 80, Simsboro, LA 71275	318-247-6451	Prod/Grow 20k	Lincoln
Goppelt Farms	David and Deborah Goppelt	42291 Clouatre Road, Gonzales, LA 70737	225-210-7098	Prod/Grow 20k	Ascension
Guidry's Cajun Farmstead, LLC	Jady Guidry	14650 Highway 3235, Cut Off, LA 70345	985-258-0184	Prod/Grow 20k	Lafourche
Hilltop Poultry	Brent Litwiller	1285 Granberry Road, DeRidder, LA 70634	337-375-7642	Prod/Grow 20k	Beauregard
Louisiana Tech Meat Lab	Gordon Reger	1206 Ben Grafton Lane, Ruston, LA 71272	318-257-4220	Small Ent 20k	Lincoln
Mahaffey Farms	Evan McCommon	440 Mahaffey Road, Princeton, LA 71067	318-949-6249	Prod/Grow 20k	Bossier
Pecan Alley Farms L.L.C.	Michael Messer	19319 Highway 442, Loranger, LA 70446	985-507-9227	Prod/Grow 20k	Tangipahoa
Smith's Slaughterhouse, LLC	Dakota Smith	311 W. Port Arthur Ave, Converse, LA 71419	318/461-1443	Small Ent 20k	Sabine
T. Moise Farms	Tim Melancon	683 Bearb Road, Sunset, LA 70584	337-591-5979	Prod/Grow 20k	St. Landry
The Mowata Store Inc	Larry Frey	30283 Crowley Eunice Hwy., Eunice, LA 70535	337-457-1140	Small Ent 20k	St. Landry
Yard Bird Farm	Yasin Muhaimin	12833 Port Hudson Pride Road, Zachary, LA 70791	225-772-1158	Prod/Grow 20k	East Baton Rouge

Example of an Exempt Poultry Plant

Exempt Poultry Slaughter & Processing

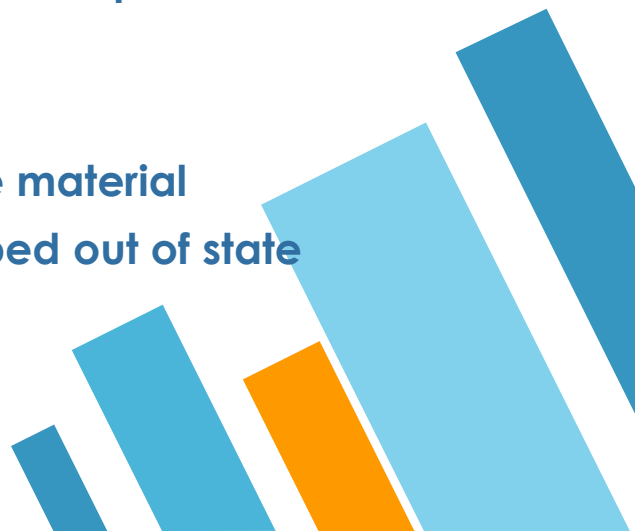


*For more info, google "LDAF Poultry Exemptions"



Retail Permitted

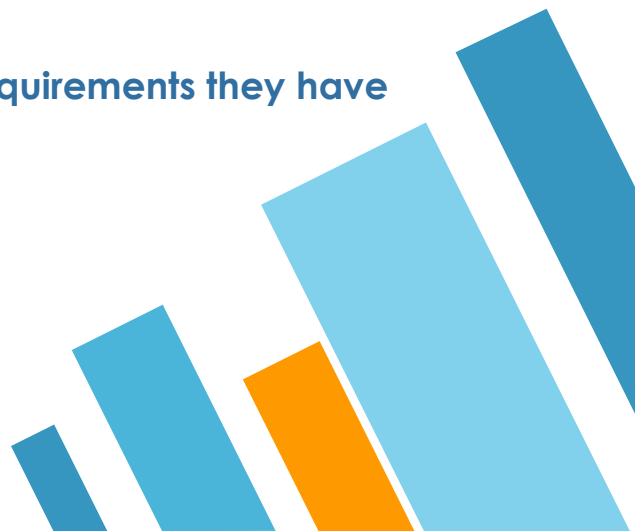
What is Retail Permitted? – Your animals. Inspected. Further retail processed. Sold to the end consumer.

- Overseen by the Louisiana Dept. of Health (LDH) or by FDA for exports
 - Permits are issued by your local Parish Sanitarian
 - LDH is the default regulatory agency for non-amenable species
 - Over-the-counter sales to the end consumer
 - Internet direct sales to the end consumer
 - Must be made from USDA or LDAF inspected source material
 - Source material determines if product can be shipped out of state
 - No wholesaling amenable products
 - Cannot involve a third party in the transaction
- 



Retail Market

What about Farmers Markets?

- Overseen by the LA Dept of Health
 - Fairs and Festivals exemption - LRS 40:4.5
 - Some may still require a permit and/or food safety training
 - Some limit the number of protein sellers per day
 - Contact the market's management to see what specific requirements they have
- 

Retail Shipping

Where can I ship meat products?

- It depends on the type of wholesale inspection logo on the source material
 - In-state LDAF or USDA
 - Out-of-State USDA

- Internet Sales
 - LDH non-amenable product nationwide direct to consumer
 - FDA non-amenable product nationwide wholesale

 - Amenable product
 - USDA with logo as wholesale or to end consumer
 - USDA source product without logo to end consumer (retail exempt)
 - LDAF source product with logo inside LA as wholesale or end consumer
 - LDAF source product without logo inside LA to end consumer (retail exempt)



Retail Exemption For Amenable Product

This is why Retail shops aren't under USDA inspection

- **Retail exemption for livestock is available for those operations that perform traditional retail services. Those include:**
 - 1) Cutting, slicing and trimming carcasses, halves, quarters or wholesale cuts into retail cuts;
 - 2) grinding and freezing meat products;
 - 3) curing, cooking, smoking, rendering or refining fat, or other preparations of products, except slaughtering or canning meat;
 - 4) breaking bulk shipments and wrapping or rewrapping products.
 - 5) See *other requirements* for HRI below
- **To qualify as retail exempt one may only sell up to half a carcass weight (red meat species), and/or 75 lbs. (Retail) or 150 lbs. (HRI) of poultry, to a single customer per transaction.**
- **Other requirements for a retail exempt store include:**
 - Sales are only made to consumers or at least 75 percent of the dollar value (of all types of meat products) sold is to consumers, and 25% (or dollar limitation) of single ingredient meat products may be sold to hotels, restaurants and institutions (HRI).
 - \$79,200 for meat and meat food products and to \$56,600 for poultry products for 2020 (Dollar values change every year)
 - Retail prepared cooked, cured, smoked or rendered may not be sold to HRI.

This does not exempt you from other agency's laws



Sources

Primary Source Documents

- FSIS Guideline for Determining Whether a Livestock Slaughter or Processing Firm is Exempt from the Inspection Requirements of the Federal Meat Inspection Act
 - <https://www.fsis.usda.gov/sites/default/files/import/Compliance-Guideline-Livestock-Exemptions.pdf>
- 9 CFR § 303.1 – Exemptions
 - <https://www.law.cornell.edu/cfr/text/9/303.1>
- Labeling
 - <https://www.fsis.usda.gov/inspection/compliance-guidance/labeling/label-submission-and-approval-system-lsas>
- Federal Meat Inspection Act (FMIA)
 - <https://www.fsis.usda.gov/policy/food-safety-acts/federal-meat-inspection-act>
- FSIS Directives Index
 - <https://www.fsis.usda.gov/policy/directives-notices-guidelines/fsis-directives>



Contacts

USDA Inspection

Dallas District Office - Doretta Dunn
(214) 767-1273
email: doretta.dunn@usda.gov

LDAF Inspection


Baton Rouge HQ - Headquarters Office
(225) 922-1358
email: fedstatemeat@ldaf.state.la.us
<https://www.ldaf.state.la.us/animal-health/veterinary-health-division/federal-and-state-meat-programs/>

FDA permits

New Orleans Office - Ruth P. Dixon
1-888-INFO-FDA (1-888-463-6332)
<https://www.fda.gov/food/guidance-regulation-food-and-dietary-supplements/registration-food-facilities-and-other-submissions>

LDH Health permits

Baton Rouge HQ - Contact your local Parish Sanitarian
<https://ldh.la.gov/index.cfm/page/394>
225-342-9500
<https://ldh.la.gov/index.cfm/page/632>



More Info

Our new website:

<https://www.ldaf.la.gov/food/selling/meat-poultry>

OR google “LDAF meat”

- Find a plant for your animals
- Apply for or learn about inspection
- Get a label made
- Register as a distributor



Getting meat and poultry processed as a producer

Find slaughter plants and learn the rules around processing livestock, poultry, and other animals for consumption or sale



Operating plants and meat processing facilities

Learn regulations and guidelines for establishing and maintaining your business, including plant layout examples, inspection requirements, and exemptions



Meat and poultry handler registration

Register with LDAF or USDA to legally deal in meat or poultry products in or for commerce



Meat and poultry labeling guidance

Learn labeling requirements and the label approval process for meat and poultry products



Meat and poultry laws and regulations

Laws regulating the meat and poultry industries in Louisiana



Questions?



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