

# Marketing Your Animals

## Steps to selling beef in Louisiana

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LDAF  
MPIP



Meat & Poultry  
INSPECTION



# 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?
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# 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



Food and  
Drug Division

\*No white-tailed deer may be sold in LA

# 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 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

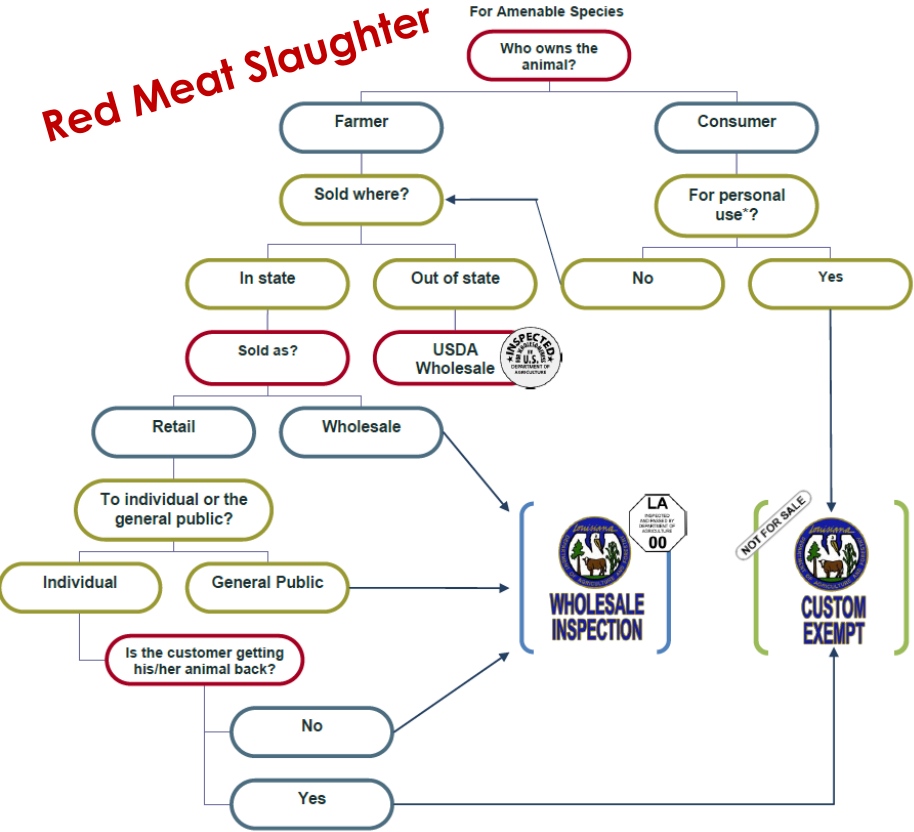


or

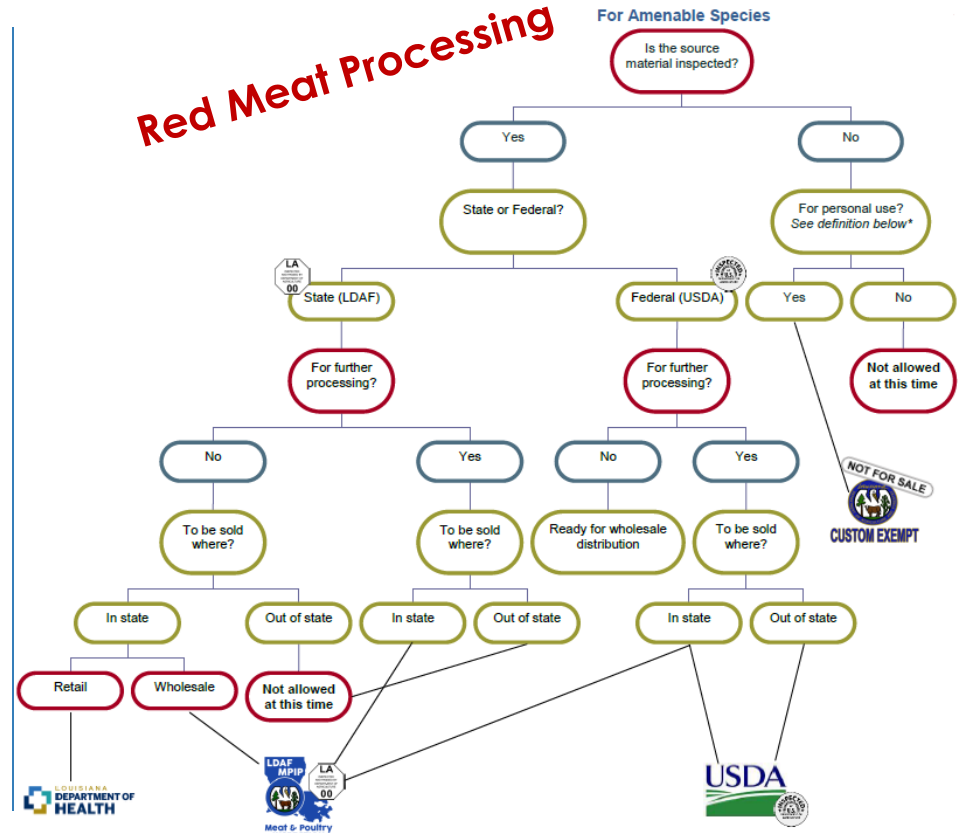


# Still don't know? Try these 2 decision trees

## 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

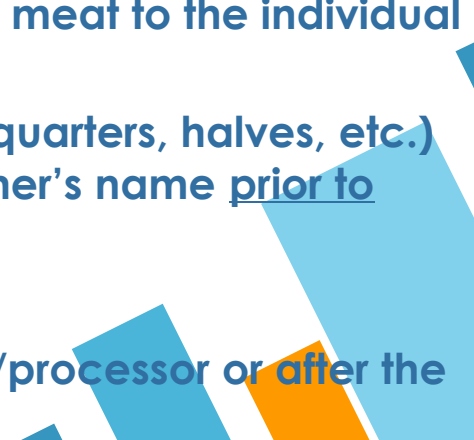
What is Custom Exempt? – Your animals. Their butcher service. Your food.

- **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.state.la.us/animal-health/veterinary-health-division/federal-and-state-meat-programs/> or Google "LDAF meat"
- 



# Custom Processing


## Direct Marketing under 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.) as long as 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 the Owner.
  - 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.**
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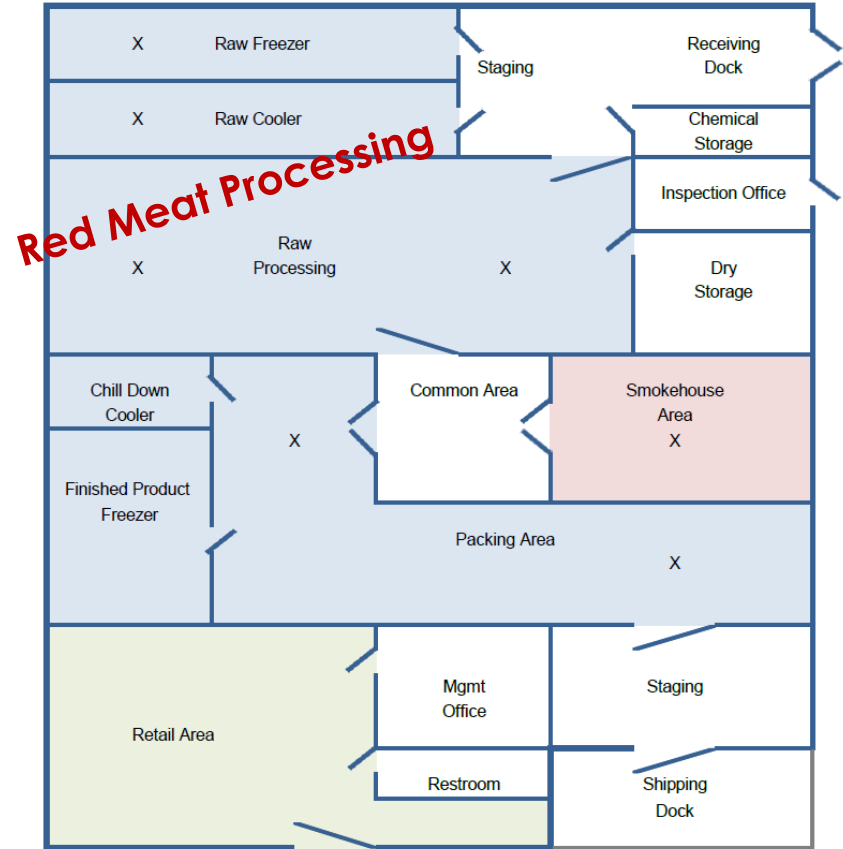
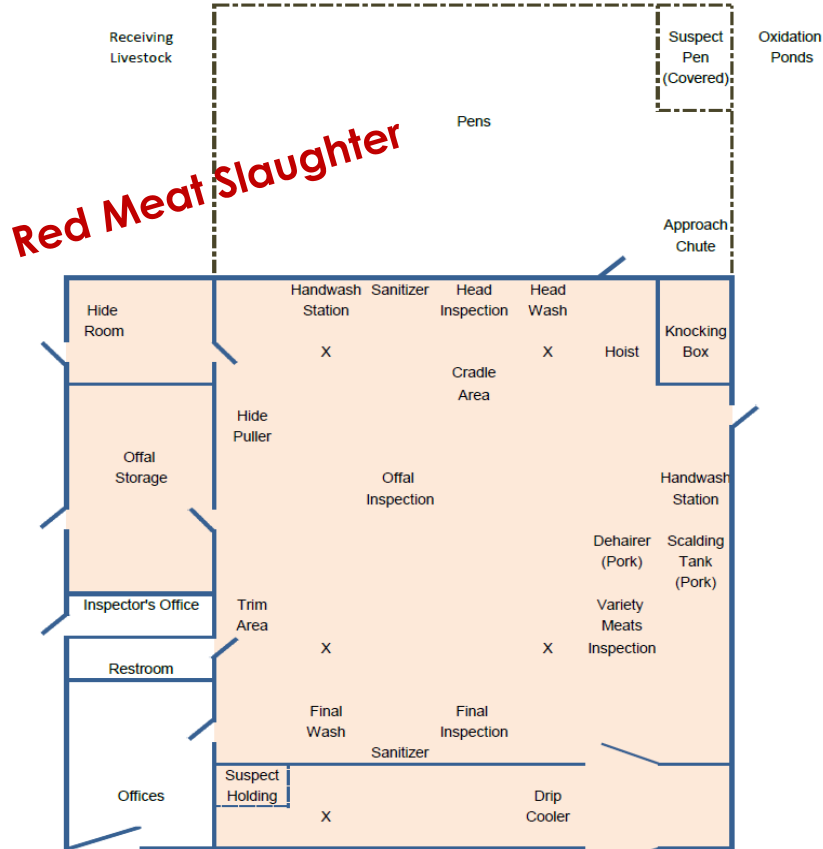


# Wholesale Inspection

## 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 slaughtered under inspection
  - Currently there is only one USDA inspected red meat slaughter facility in LA
  - There are 14 state-inspected red meat slaughter facilities, 5 of which do Private Labeling
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# 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](mailto: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:

<b>Product Name</b>	← Approved nomenclature, check off style, product standard compliance
<b>LDAF inspection Logo</b>	← Standard format, specific plant number. Poultry products must contain a "P" before the plant number
<b>Net Weight</b>	← Bottom 30% of label
<b>Handling Statement</b>	← Does not apply to non-perishable products. Keep Refrigerated or Keep Frozen
<b>Signature Line</b>	← 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.
<b>Ingredient Statement</b>	← 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
<b>Safe Handling Instruction</b>	← Does not apply to RTE products. Must meet the requirements of 9 CFR 317.2 (L)
<b>Nutrition Facts</b>	← 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 \_\_\_\_\_



# 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
  - Default regulatory agency for non-amenable species and trace amounts of meat/poultry products
  - 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 whether or not product can be shipped out of state
  - No wholesaling amenable products
    - Cannot involve a third party in the transaction
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# 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
    - FDA non-amenable product      global
  
    - 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

- **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-notice-guidelines/fsis-directives>



# Contacts

## USDA Inspection

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

## LDAF Inspection


**Baton Rouge HQ -** Headquarters Office  
(225) 922-1358  
email: [fedstatemeat@ldaf.state.la.us](mailto: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 website:

<https://www.ldaf.state.la.us/animal-health/veterinary-health-division/federal-and-state-meat-programs/>

OR google “LDAF meat”

- Custom and Inspected establishment lists
- Applications
- Lots of informative documents in “Helpful Resources”

The screenshot shows the website's navigation menu on the left with categories like ABOUT, PROGRAMS, ANIMAL HEALTH, FORESTRY, CONSUMERS, INDUSTRIAL HEMP, MEDICAL MARIJUANA, INDIAN CREEK RECREATION AREA, QUICK GUIDE, PAY ONLINE, and CALENDAR. The main content area is titled 'FEDERAL & STATE MEAT PROGRAMS' and includes text about the Meat & Poultry Inspection Law (RS 3:4201), enforcement of regulations, accreditation of laboratories, and compliance investigations. Below this is a 'List of state inspected meat and poultry facilities' with sub-sections for 'All State Plants' and 'Poultry Exempt'. A map of Louisiana is shown, divided into five inspection areas (1-5) with corresponding office addresses. At the bottom, there is a 'SUBSCRIBE' button and a list of links: 'Steps to Apply for Meat and Poultry Inspection', 'Helpful Resources', 'Grading & Certification Program', 'U. S. Department of Commerce (USDC) Seafood Inspection', 'Complaint Process', and 'Communication Assistance/Asistencia de Comunicación'.



# Questions?



LOUISIANA DEPARTMENT OF AGRICULTURE AND FORESTRY  
**MEAT AND POULTRY  
INSPECTION SERVICE**



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