



SMALL MEAT PROCESSORS

Wholesale Meat Guide:

Build and Grow Sales in Your Branded Meat Business

“Is wholesale right for me?”

The Niche Meat Processor Assistance Network’s (NMPAN) new Wholesale Meat Guide is a resource for farmers, ranchers, cooperatives, meat processors, and anyone developing a branded meat company.

The guide offers advice for those starting a **wholesale meat business**: selling meat to a customer (like a grocery store or restaurant) who will then *re-sell* that product to the end consumer. This guide will help you:

- **Learn more about the primary market channels** (retail grocery, foodservice, and institutions) and where to sell your products.
- **Understand the sales journey**: how do you go from an initial conversation with a buyer to delivering your first order?
- **Clarify your value proposition**: who is your target customer? What makes your products special? How will you fulfill and deliver orders?
- **Accurately price your products**: Calculate your cost of goods sold and create a price list for your meat and poultry products.
- **Key elements of creating and selling your product line**: packaging and specifications, promotions and discounts, setting up new items, and more.



Scan here to download the full guide from the Niche Meat Processor Assistance Network www.nichemeatprocessing.org

Support for this guide was provided by the USDA – National Institute of Food and Agriculture and the Western Extension Risk Management Education Center. Award Number 2022-70419-38563.

