



Creating a Meat CSA

Harry Stoddart
The Stoddart Family Farm
ECO Farm Day 2011

Creating a Meat CSA

● AGENDA

- Short Farm Tour
- How our Meat CSA Works
- Why we like it
- How the math works
- Who are our customers
- Where do we find them
- Dealing with a @#\$@#\$ country butcher

Video Tout of the Farm

- ◉ **Video was shown:**
- ◉ **<http://www.stoddart.ca/a-video-tour-of-the-farm/>**

How our Meat CSA Works

- **Two seasons:**
 - **Main: June to November**
Chicken, Lamb, Pork Beef
 - **Winter: February to May**
Lamb, Pork, Beef
 - **Egg shares to match**
- **New this year started a “Wool Share” – a hand painted skein every other month from Jan to July**

How our Meat CSA Works

- ◎ Customers meet us once a month at one of 8 drop points across central Ontario
- ◎ Orders are in increments of 10 pounds
- ◎ We determine what goes in the share each month
- ◎ Try to be fair with premium and standard cuts and mix of meats
- ◎ Try to get as close to 10 pounds as we can
- ◎ Main season has more chicken and pork early and more beef and lamb late











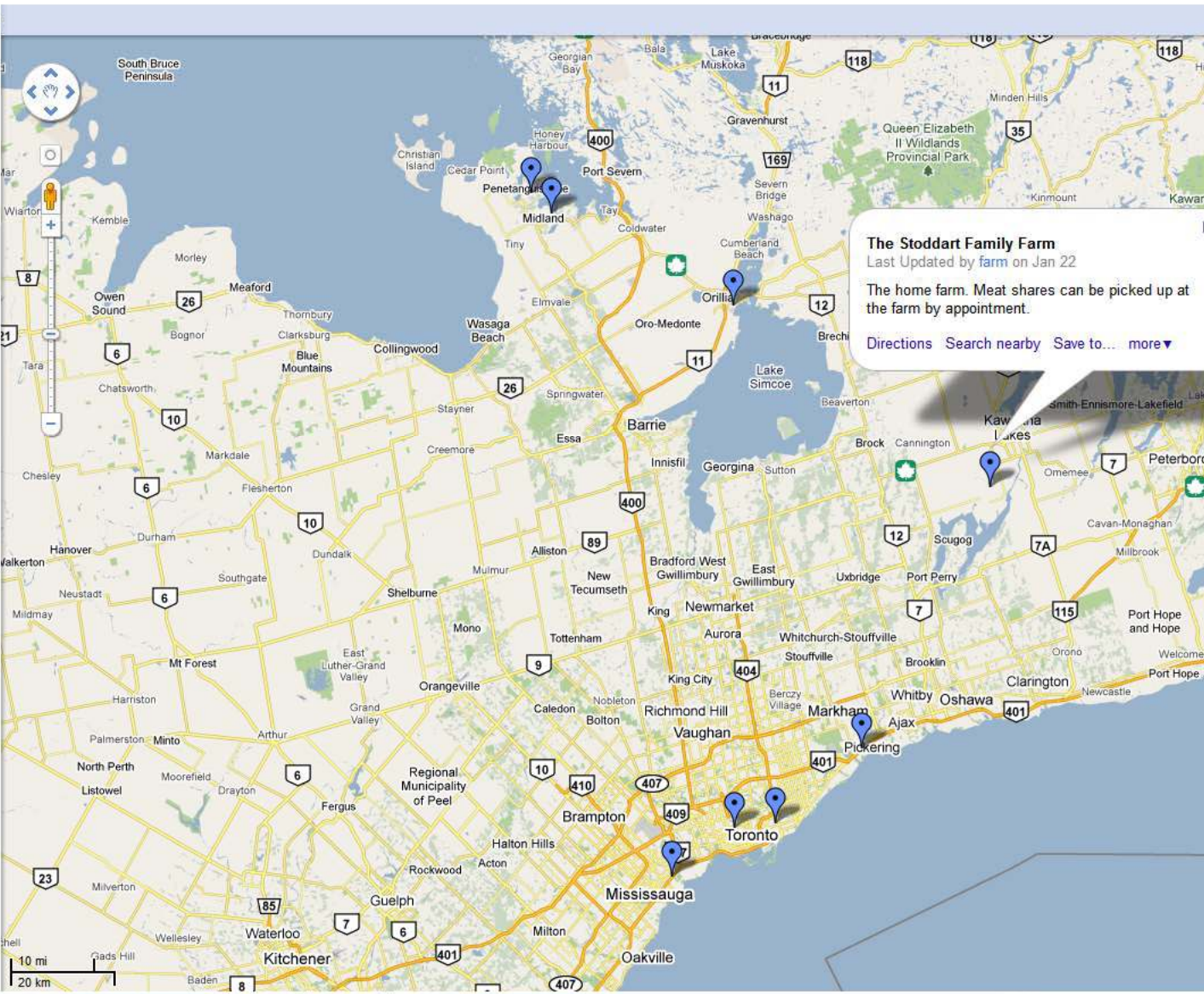
Search Maps [input field] Show search options

Get Directions My Maps

Collaborate [Edit button]

Stoddart Family Farm CSA Drop Locations
 A map of all of the Stoddart Family Farm's current Meat CSA Drop Locations
 191 views - Unlisted
 Created on Jan 22 - Updated 3 hours ago
 By farm
 Rate this map - Write a comment

-  [The Stoddart Family Farm](#)
The home farm. Meat shares can be picked up at the farm by appointment.
-  [CrossFit Orillia](#)
7 Progress Dr., Orillia. The gym is a drop point.
-  [Driven Athletics](#)
-  [Raw Crossfit](#)
-  [QEW & Dixie Drop](#)
-  [Wychwood Barns Drop](#)
-  [Pickering Drop](#)
Meet us in the parking lot behind the carwash. We drive a gold Honda Odyssey minivan.
-  [East End Drop](#)
452 Milverton Blvd Toronto, ON M4C 3J8, Canada



The Stoddart Family Farm
 Last Updated by farm on Jan 22

The home farm. Meat shares can be picked up at the farm by appointment.

[Directions](#) [Search nearby](#) [Save to...](#) [more](#)

Why we like the CSA Concept

A red wooden trailer is parked in a grassy field. The trailer has a dark green trim and a black door. A group of brown chickens is gathered around the trailer, some standing on the steps leading to the door. The background shows a green field under a cloudy sky.

- **We get the \$'s up front**

- 50% deposit at sign up, balance at first pickup

- **We get to move whole animals**

- **We have an ongoing relationship with our customers**

- **We give a lower price point to consumers in exchange for them giving up control and convenience**

How the Math Works

- ◎ **Pricing works out to \$8.25/pound**
 - Start with what we want for a hot hanging carcass,
 - Add in cut and wrap
 - Adjust for shrink from carcass to final cut weight
 - Mark up 30% for convenience, breaking bulk, delivery etc
- ◎ **For an extra \$25/share people can exempt one meat from the share**

What's in the Share

- ◎ **Everything is in except:**
 - Organ meat
 - Soup bones
 - Back fat and suet
 - Heads
 - Pigs feet and hocks
- ◎ **Get to know local Weston Price folks and you'll have no trouble moving the above**

Our Customers

- ◎ **There is no sure-fire profile**
- ◎ **The “Newly-wed” and the “Nearly Dead”**
- ◎ **Paleo Diet**
- ◎ **Grass-fed, Pastured and Humane are more important than certified organic**

Where do we find customers?

- ◎ **Our existing farmer's market customers**
- ◎ **Website**
- ◎ **FaceBook**
- ◎ **Google**
- ◎ **Internet Listings**

Sources of Traffic

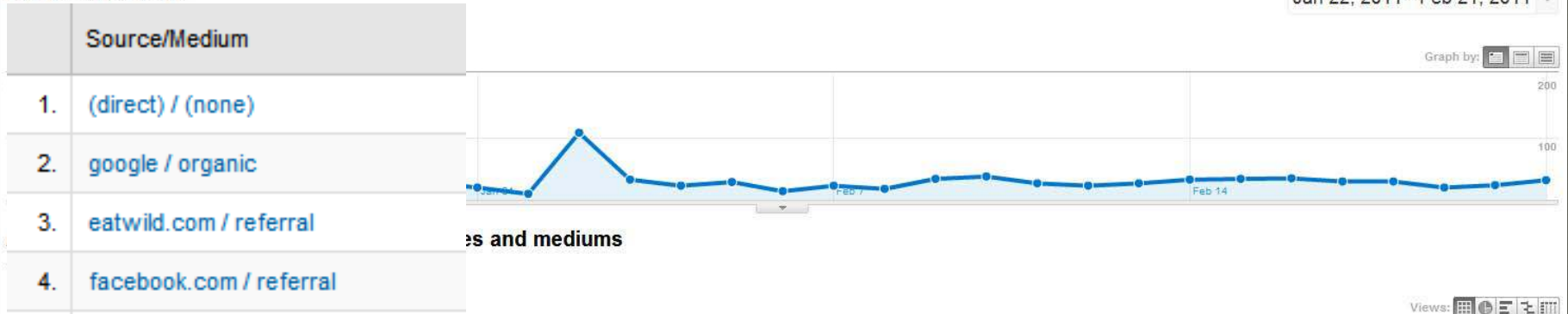
Export Email Add to Dashboard Visualize

Advanced Segments: All Visits

Overview »

All Traffic Sources

Jan 22, 2011 - Feb 21, 2011



Source/Medium	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1. (direct) / (none)					
2. google / organic					
3. eatwild.com / referral					
4. facebook.com / referral					
5. stoddart.myshopify.com / referral					
6. chowhound.chow.com / referral					
7. csafarms.ca / referral	303	5.33	00:02:23	54.13%	0.66%
8. ravelry.com / referral	184	7.62	00:03:37	51.09%	1.09%
9. rawcrossfit.ca / referral	79	9.54	00:05:23	72.15%	0.00%
10. stoddart.ca / referral	58	5.24	00:03:27	48.28%	0.00%
9. rawcrossfit.ca / referral	50	5.68	00:02:45	42.00%	0.00%
10. stoddart.ca / referral	49	8.04	00:04:44	69.39%	0.00%
9. rawcrossfit.ca / referral	48	8.50	00:05:06	85.42%	0.00%
10. stoddart.ca / referral	13	8.54	00:03:28	84.62%	0.00%
9. rawcrossfit.ca / referral	7	5.14	00:00:40	57.14%	0.00%
10. stoddart.ca / referral	7	2.00	00:00:01	85.71%	0.00%

Filter Source/Medium: containing [] Go Advanced Filter

Go to: 1 Show rows: 10 1 - 10 of 65

Getting Customers



meat csa

Search

About 671,000 results (0.22 seconds)

Advanced search

Everything

Images

Videos

News

More

Kawartha Lakes, ON

Change location

The web

Pages from Canada

More search tools

[Meat CSA Resources :: The Ethicurean: Chew the right thing.](#) ☆ 🔍

A list of small to mid-size pasture-based ranches that offer Community Supported Agriculture programs for their **meat**, that is, a

www.ethicurean.com/resources/meat-csa/ - Cached - Similar

[Stillman's Meat CSA](#) ☆ 🔍

Stillman's. at The Turkey Farm. line decor. Turkey Farm Home - The Farm. Directions.

Purchasing Our Meat - **Meat CSA**. Press. Stillmans Home ...

stillmansfarm.com/meatcsa.html - Cached - Similar

[Meat CSA « JC Nyman Farms](#) ☆ 🔍

Our **Meat CSA** (Community Supported Agriculture) is a way for you to provide your family with ethically raised, Prince Edward County beef, bird, lamb, ...

jcnymanfarms.com/meat-csa/ - Cached - Similar

[Bay Area Meat CSA - In Transition / FrontPage](#) ☆ 🔍

The Bay Area **Meat CSA** has a new home! We've created an online network to help you cooperate with your neighbors to buy meat directly from local ranchers. ...

bamcsa.pbworks.com/w/page/9367417/FrontPage - Cached

[Stoddart Family Farm - Ontario CSA Farm Directory - Canadian Farms ...](#) ☆ 🔍

We are pleased to announce the launch of our Pasture-raised **Meat CSA** for 2011. Are you looking to purchase delicious, nutritious pasture-raised meat? ...

csafarms.ca/Stoddart%20Family%20Farm%20CSA.htm - Cached - Similar

[2011 Meat CSA Program « Stoddart Family Farm](#) ☆ 🔍

We are pleased to announce the launch of our Pasture-raised **Meat CSA** for 2011. ... We had avoided meat for a long time until finding this CSA. It was great ...

www.stoddart.ca/our-meat-csa-delivers/ - Cached

[Chestnut Farms - meat CSA](#) ☆ 🔍

Connecting Communities Through Agriculture -Chestnut Farm CSA in Hardwick Massachusetts, USA.

www.chestnutfarms.org/ - Cached - Similar

[Bay Area Meat CSA](#) ☆

bamcsa.ning.com/ - Similar

[Chez Christine: Meat CSA!!!](#) ☆ 🔍

24 Oct 2007 ... How do you make the concept of CSAs (Community Supported Agriculture) even better? Make it a **Meat CSA!** (Photo from Stillman's website) A CSA ...

chezchristine.typepad.com/chez_christine/.../meat-csa.html - Cached - Similar

[Meat CSA](#) ☆ 🔍

Our **Meat CSA** is an exciting way for you to support your farmer. Why Buy Shares? ... Turkey, Chicken & other poultry is not part of **Meat CSA** ...

www.twincreeksfarm.ca/csa/meat-csa - Cached



1 2 3 4 5 6 7 8 9 10

Next

▶ [Stoddart Family Farm](#) ☆ 🔍 - 4 visits - 08-03-08

The **Stoddart Family Farm** is a seventh generation certified organic farm nestled in the Kawartha Lakes in Ontario that produces grass-fed beef, ...

www.stoddart.ca/ - Cached - Similar



📍 The **Stoddart Family Farm** ☆ 🔍

[Place page](#)

1315 Zion Road
Little Britain, ON K0M 2C0
(705) 786-7705

[Get directions](#)

[Write a review](#)

[2011 Meat CSA Program](#) « [Stoddart Family Farm](#) ☆ 🔍

Shares in the **Stoddart Family Farm** Meat CSA are simply based on pounds per ...

www.stoddart.ca/our-meat-csa-delivers/ - Cached

[Wool](#) « [Stoddart Family Farm](#) ☆ 🔍

Once you've turned Silvia's yarn into your own masterpiece, show-off your ...

www.stoddart.ca/wool/ - Cached

[Grains](#) « [Stoddart Family Farm](#) ☆ 🔍

We grow a range of certified organic grains on our farm, including spelt ...

www.stoddart.ca/grains/ - Cached

📄 [Show more results from stoddart.ca](#)

[Stoddart Family Farm - Ontario CSA Farm Directory - Canadian Farms ...](#) ☆ 🔍

Share the vision, buy a share: Shares in the **Stoddart Family Farm** Meat CSA are simply based on pounds per month. Each delivery is freshly processed at a ...

csafarms.ca/Stoddart%20Family%20Farm%20CSA.htm - Cached - Similar

[The Stoddart Family Farm](#) ☆ 🔍

Find The **Stoddart Family Farm**, view contact details and driving directions. The **Stoddart Family Farm** is located in Little Britain, ON. The Stoddart Family ...

www.hotfrog.ca/Companies/The-Stoddart-Family-Farm - Cached

[Narrated Tour of the Stoddart Family Farm](#) ☆ 🔍



3 min - 17 Nov 2010 - Uploaded by StoddartFamilyFarm

The video gives the viewer a virtual tour of the life of animals on the **Stoddart Family Farm** in the Kawartha Lake region of Ontario. The farm ...

www.youtube.com/watch?v=YLa3yZOA2Aw - Related videos

[The Stoddart Family Farm - LocalHarvest](#) ☆ 🔍

23 Jan 2011 ... The **Stoddart Family Farm** is a grass-fed meat and organic grain farm owned and operated by Harry and Silvia Stoddart and their five children: ...

www.localharvest.org/the-stoddart-family-farm-M41938 - Cached

[The Stoddart Family Farm - Yarn - Boot Sock, DK Weight](#) ☆ 🔍

The wool is from sheep raised on our certified organic farm. The mohair is purchased from a farmer in Ontario. Everything is processed at a small ...

stoddart.myshopify.com/products/yarn-boot-sock-worsted-weight - Cached

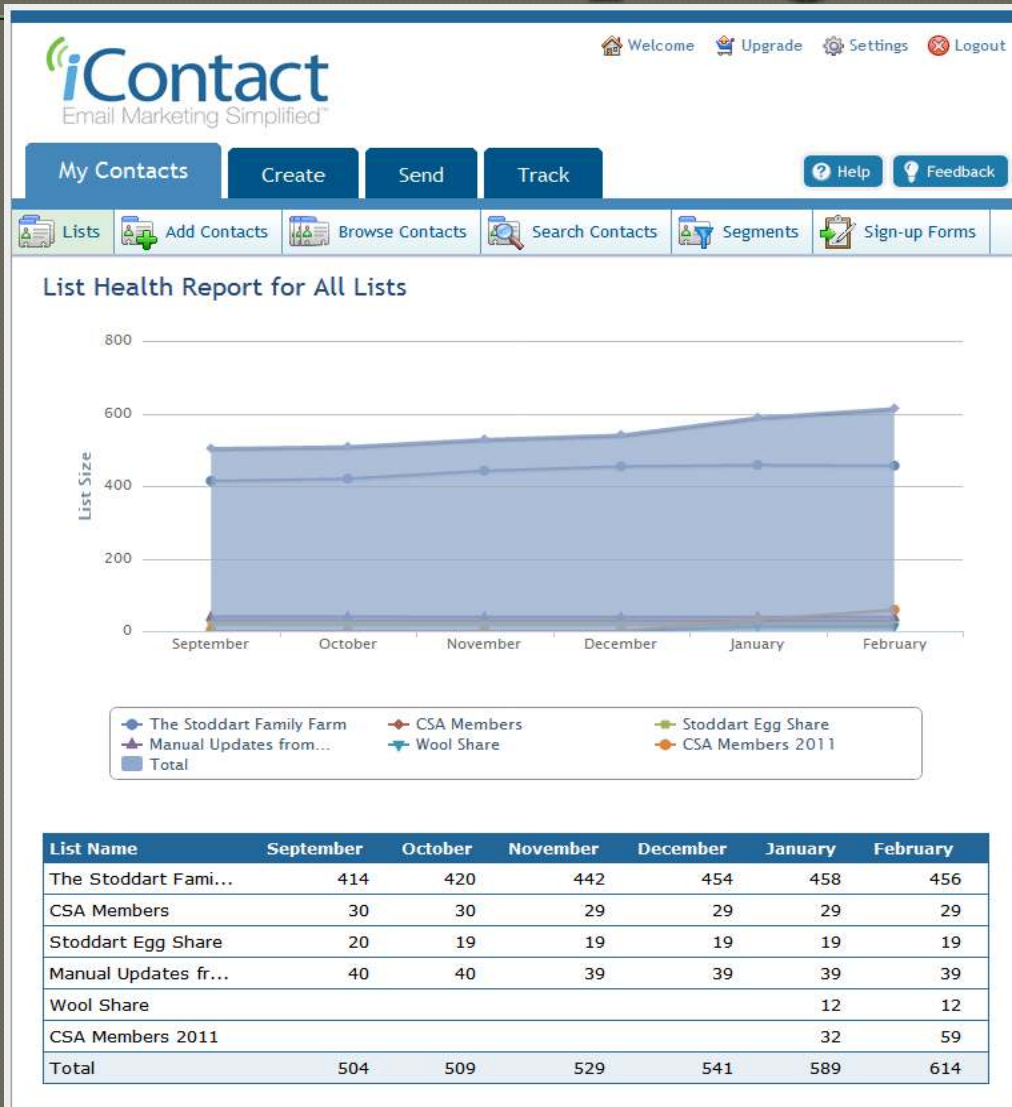
[Grits do well at Hank's and Wine Bar - thestar.com](#) ☆ 🔍

20 Feb 2010 ... Organic, stone-ground corn from the **Stoddart Family Farm** in the ... For grits, Vivian turned to Harry Stoddart, whose **Stoddart Family Farm** ...

www.thestar.com/.../766515-grits-do-well-at-hank-s-and-wine-bar - Cached - Similar

Customers

Keeping Customers



Wool Share

- ⦿ Priced it as the straight cost of skeins plus mailing
- ⦿ Figured out how to mail a skein in a business envelope anywhere in Canada for \$2
- ⦿ Did FaceBook ad campaign in pre-Christmas period

Working With Your Butcher

- ⦿ **First Rule: Communicate**
- ⦿ **Second Rule: Communicate**
- ⦿ **Third Rule: Communicate**
- ⦿ **Fourth Rule: See Rules 1-3**
- ⦿ **Write it out, fax it, follow up by phone, provide feedback, forcefully if necessary**

- ⦿ **Only package allowed to be more than 1 pound is a roast which is a max of 1.5 pounds**
- ⦿ **Bacon is 1/2 pound**
- ⦿ **Chickens are quartered**

Thank you for listening

