



April 7, 2021

Hello,

Cornell University has received a USDA grant to research direct-to-consumer sales of locally-raised meat sold by-the-cut to help meat producers improve profitability. The project team invites farms to apply to participate and receive one-on-one assistance with analyzing sales data and pricing. Participation includes collecting sales data with Point-of-Sale (POS) and online sales software, like Square, and using Cornell's new online Meat Price Calculator.

We are currently accepting applications to participate from NY farms that sell meat by-the-cut at farmers markets, farm stores, and online. Participation requires using POS software to record all transactions in real time. In turn, our team analyzes the data, providing participants with monthly and seasonal reports and specific advice aimed at increasing farm revenue. In addition, the project includes a new Meat Price Calculator tool to assist with price changes. Project participants receive one-on-one consultation and technical assistance with marketing and pricing.

There will be a presentation about the project on **Thursday, April 22 at 7:00 PM** via Zoom. Matt LeRoux, Extension Associate, will introduce the project and present the results of a similar project conducted with vegetable farmers in 2018. Prospective participants are encouraged to attend. Register for the webinar [HERE](#).

Farms interested in participating fill out an application form [HERE](#):

More details about the research

The hypothesis is that a large volume of data (transactions) will reveal trends in consumer behavior that inform marketing techniques and pricing strategies to increase daily gross sales. The project examines the data on market-specific and farm-specific levels as well as aggregated. Daily gross sales can be increased by 3 primary means: increasing customers, increasing customer spending, and increasing prices. The data will inform the best methods for each farm and market. A short article about the team's similar research with produce vendors can be found [HERE](#).

Thank you,

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