



Western Maryland Research & Education Center



WANTED- Maryland farmers interested in carving out a marketing niche for their specialty **meat and poultry products. The University of Maryland Extension Ag Marketing Program is organizing a** Maryland niche meats and poultry marketing initiative.

The goals of this initiative include:

Developing a searchable, geographic product database to facilitate product searches by consumers, restaurants, and institutional buyers- this effort will supplement, not replace the “Maryland’s Best” directory and other on-line listings.

Providing information and resources for product development, regulatory issues, and collaborative marketing efforts.

Offering training and economic analysis to determine “best fit’ business structures and the profit potential of niche meat markets in the mid-Atlantic region.

Niche meats are growing in popularity as consumers hunger for exotic flavors, such as grass-fed beef, goat, sheep and other livestock; while others seek to support small-scale farming and conservation; and health-conscious consumers pursue more nutritious meat produced and processed using non-conventional methods. But moving into niche meat production can be complicated.

Some Maryland meat and poultry producers have already mastered many of the components of marketing their products directly to the public. Their advice and expertise will be extremely valuable in this new collaborative effort.

Don’t go it alone. Complete the form if you like to be included in the directory and to receive more information about this new marketing initiative.

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LOCAL GOVERNMENTS ■ U.S. DEPARTMENT OF AGRICULTURE COOPERATING

EQUAL OPPORTUNITY PROGRAMS

Maryland Niche Meat & Poultry Producers' Marketing Initiative Interest & Directory Form

Name: _____ Farm Name _____

Address: _____

Email: _____ Phone _____

Website: _____ County _____

Product(s) Description?

Current Market Outlets (Please list all):

Are all your products processed at a USDA Inspected Processing Plant? _____ Yes

If not, please describe what products you offer:

Additional comments: _____

Thank you for completing this form.

Mail or email form to:

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