

# Oregon Meat Industry Stakeholder Workgroup



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# Meat Industry Stakeholder Group established in August 2020

- Purpose of the stakeholder group is to bring together a wide variety of representatives to work with ODA as we develop and implement a state meat inspection program and work to identify opportunities to grow markets and processing capacity for locally sourced and processed meat.
- To support this work, the stakeholders have been working in three sub-workgroups.
  - Market Development/Market Demand Workgroup
  - Regulatory/Rules Advisory Workgroup
  - Supplier Workgroup
- Stakeholder group currently has ~90 subscribers



# Market Development / Market Demand Workgroup

Working to access the market demand and opportunities for local meat products and develop educational and promotional programs as needed.



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# Market Development/Market Demand

- Assess the demand for local meat products
- Develop market assessment report for local meat marketing channels including:
  - Retail and Direct Marketing (including farmers markets and CSA models)
  - Restaurant and Food Service channels
  - Food Bank and other donation programs
  - Channels for non-amenable species
  - Channels for offal products (including hides, hooves, and blood)
- Develop "tool-kit" to better understand marketing channels and opportunities
- Identify needs to promote local meat products from Oregon
- Oregon brand for local meat products



# Regulatory / Rules Advisory Workgroup

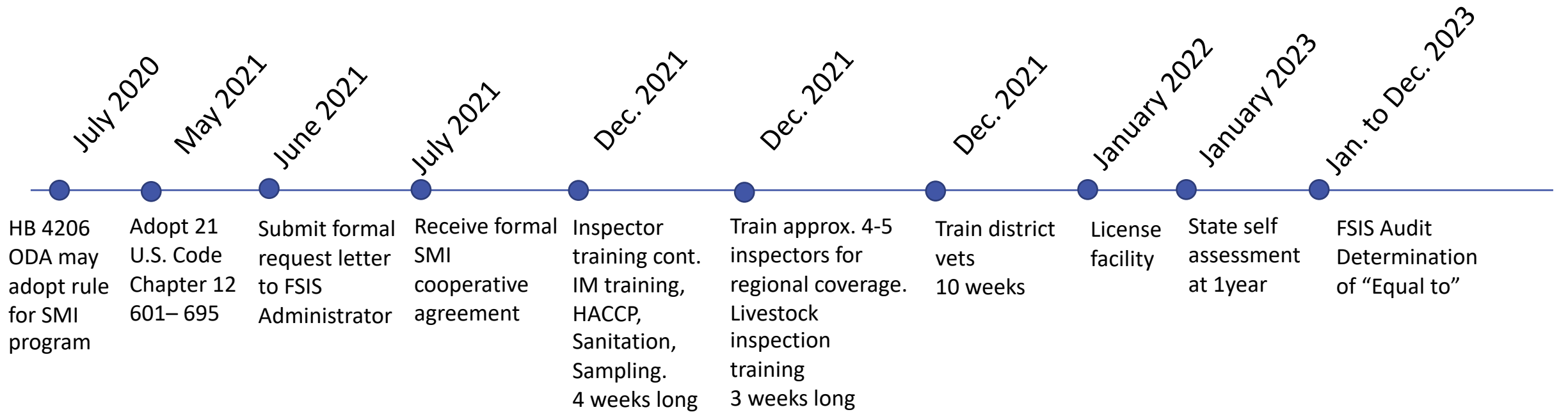
Working with ODA on reviewing current administrative rules and identifying rulemaking necessary to implement an Oregon State Meat Inspection program.



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## Timeline to implement an Oregon State Meat Inspection program





# Supplier Workgroup

Working to identify and discuss the challenges and opportunities for producers and processing facilities to successfully expand existing facilities or open new facilities in Oregon to process local meat.



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# Supplier workgroup

- Processor needs/gaps/opportunities
  - Waste disposal
  - Workforce needs
  - Financial barriers
  - Regulatory issues
  - Red meat processor survey currently underway by Niche Meat Processor Assistance Network



# Supplier workgroup

- Producer needs/gaps/opportunities
  - Lack of access to slaughter/processing facilities
  - Lack of cut & wrap facilities
  - Small farms looking to start processing need information
  - Distance to processors for different species
  - Producer survey being developed



# Contacts:

## Market Demand Workgroup:

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## Regulatory/Rules Advisory Workgroup:

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## Supplier Workgroup:

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