

Who took the survey: 219 responses Gender: Female 26% Male 74% Age: 46-60: 30% 61-75: 42%

Grass-fed Beef Producers

Insights from a National Survey



LSU AgCenter-U.S. Department of Agriculture joint project, 2021

Production Quick Facts

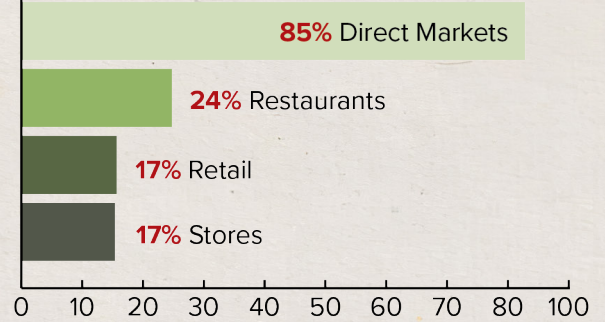
76% finishing ■ **15%** cow-calf

43
Average finished grass-fed cattle raised per year

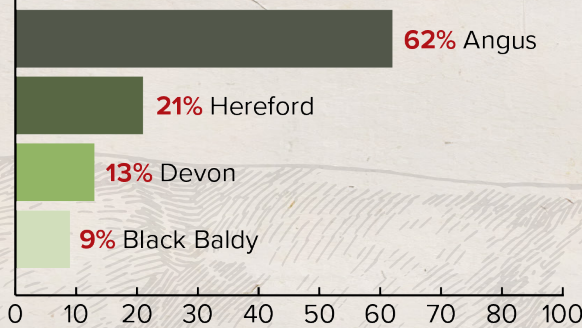
16
Average number of years raising grass-fed beef

Marketing Quick Facts

Sales Outlets



Top Breeds Raised



Popular Cuts Sold

Box (different sized cuts)	Mixed quarters	Whole side cut
68%	61%	48%

71% producers using no certification claims

TOP CERTIFICATIONS

- American Grass Fed Association: **13%**
- USDA Grass-fed: **10%**

TOP 3 PRODUCTION CHALLENGES

- Process facility scheduling
- Federal inspection
- Process facility cost

Diversified cuts offered in

- Farm shops
- Subscription boxes
- Farmers markets

Only 6%

selling through strategic alliances

TOP 3 MARKETING CHALLENGES

- Insufficient market outlets
- Brand creation
- Maintaining customers