

From pasture to plate

„Our path to greater independence and breed improvement“

BOAFARM

Overview:

- 300 ha
- 600 head, registered Aberdeen Angus cattle / 200 cows
- Organic
- Sales: 50% breeding stock, 50% beef
- 2 fulltime Employees (1 butcher, 1 farmworker)
- 3 sons (13, 17 and 20)
- Cooperation with our neighbour, a big organic grain farmer, trading straw and alfalfa for manure
- Cooperation with a cow-calf producer, using our genetics, we get all the calves
- Cattle Handling Equipment Dealership / Arrowquip











History

- No agricultural background
- Always passionate about cattle, horses and agriculture... must have been some kind of mutation ;)
- Agricultural Diploma
- Learning and working years internationally, mostly in Canada and US
- Starting from scratch, with one bred heifer, I got for working in CA
- Buying the farm in Austria in 2002
- Building up the breeding program and the meat marketing program over the years
- Always grateful for my mentors and teachers and all the opportunities they gave and still give to me to educate myself and learn.

From breeding to selling meat

- Main tool for reaching goals in breeding animals is selection
- The harder we select, the faster the quality of a breeding program improves
- The more profit we make in selling meat, the easier it is to select strictly, be more picky, and improve the basic quality of the seedstock.
- The better the basic quality of the seedstock, the better the quality (in whatever terms... marbling, weight gain, muscle, shape ...) in the terminal product.
- Win-Win!

Growing demand for own slaughter facilities

- Until 2011, we had a cooperation with a little privately-owned, local slaughterhouse, until we exceeded their capacities, mostly in terms of cooling and space for aging our meat
- We started planning on building our own EU-certified slaughterhouse in 2011
- Built and opened it in 2012
- We are slaughtering around 150 animals/year: Mostly steers and heifers but also all old cows and breeding bulls





Biggest challenges:

- Getting all the permissions, considering hygiene, animal welfare, safety of employees, quality of meat, environmental safety, waste water system, etc.
- Making it cost efficient - big enough, but not too big.
- Making it energy efficient - cooling, heating, water, chemistry
- Creating a good work-flow, and also some eye-appeal, as customers want to see the place and want to get insights into the whole process of production
- Finding the right employee, who's got the skills and the same understanding of quality as we've got

Costs in 2012: about € 1 000 000,-

(All inclusive: Planning and Permissions, the building, technology, machinery, tools)

Subsidies: 10% (half from EU, half from Austria)

Biggest benefits:

- Stress free slaughtering - best possible quality of meat.
- A complete and transparent farm-to-table policy for the customers
- Having control over the whole production cycle from genetics to breeding, feeding, slaughtering, aging, special cuts
- 100% integrated value chain at the farm
- Independent from the regular market (we don't get paid for quality like marbling in Austria, it's just about kg, muscles and fat covering)

Why are customers buying our meat?

- # 1 reason is Quality: Angus, only steers and heifers (not bulls - as usual in Austria), marbling, tenderness, taste, dry aged,...there's the trend to eat less meat, but better quality
- # 2 is animal welfare: 100% mothercows, pastures, no transports, no stress at the slaughterhouse
- Customers can look behind the scenes, instead of trusting a label
- We are real people behind our brand
- The trend to buy local
- Nose-to-tail, not producing any waste



Building a client base:

- We started selling beef before social media times - so this was a slower process, which also had its advantages, word of mouth
- We used every chance we could get to attend local farmers markets, or getting invited to other farmers field days as „guest producers“
- Keeping them updated, we started with e-mail newsletters... let our clients be part of our work-life, the seasons, the farmwork, also the not so romantic parts of it. Now some of this is done on social media, but we're still sending our newsletters
- Farm events, a big one and a few smaller ones every year, where we open all doors, offer tours and answer all their questions
- Our events are always combined with great food - everyone remembers great food!





Direct marketing works for you, if:

- You have available resources (time, labour, space)
- You really like to talk to people
- You have a lot of patience
- You are willing to understand the views of an „average“ customer/city person
- Your place is prepared for hosting people: eyeappealing, clean, safe, kids friendly
- Your whole family likes the idea of sharing their home and personal space with other people during certain times



Our client base:

- 1/3 to customers directly on our sale days at the farm, Friday and Saturday every second weekend (Be strict with opening times!)
- 1/3 to restaurants, mostly in Vienna. We're delivering there once / week with our cooler van. (That's where a lot of Burger meat goes to!)
- 1/3 to a retailer in Vienna, an old traditional family owned butcher company, with little, fancy stores in Vienna



Communication is the key...

- We have to meet the clients at the level they are at which may be very far away from what we do every day - taking care of land and animals.
- We have to explain to them, what we do - NOT only in a romantic way, like some TV commercials or Social Media channels, but by showing a realistic picture of how hard and good we work, in order to give them the best possible quality product!
- We have to make clear, that no matter what they eat, they need a farmer who is producing it, even if its just tofu and salad.
- We don't have to apologize for doing what we do, we can be proud of what we do!
- We have to invite our clients to get them involved and to support us, to make sure they get healthy with best quality food from their own country, their own neighbor, their own community

Questions?

- Feel free to contact me anytime: office@beefcattle.at
- <https://www.facebook.com/profile.php?id=100057986856520>
- Thank you for your attention!

DANIELA WINTEREDER

owner / operator

Mitterhof 1

A-2164 Wildendürnbach

+43 664 532 43 73

office@beefcattle.at

www.beefcattle.at

authorized



ARROWQUIP dealer