

# West Central MN Sustainable Ag Webinar Series

Questions & Answers | 3/11/25

## Direct Marketing of Small-Scale Livestock/Animal Products

### Becky Haffner Of Haffner Family Farm | Eagle Bend, MN | <https://haffnerfamilyfarm.com/>

- Q:** Do you have a website, and how long after you started farming did you decide to launch one? To what degree does your online presence help bring in new customers, if at all?
- A:** I have a website and started one soon after starting our farm. It is the most important thing to have in my opinion. It's a landing page for customers to find you. My online presence is probably half of my new customers, the other half is word of mouth.
- Q:** Did you hire your website to be created or did you create it yourself? Do you use a 3rd party for sales/marketing such as Barn-to-Door?
- A:** We created our own website and were completely self-taught. We don't work with any 3rd party apps, and instead we use Google Forms for our ordering. We like to keep it simple and efficient.
- Q:** What percentage of time do you spend selling at market versus selling online?
- A:** Less overall time is needed to sell at markets, but the extra time spent for selling online is made up for the generally larger sales from online avenues. So much less percentage of time spent at market than with online sales.

### Jedd Fiskness of Fiskness Family Farm | Osakis, MN | <https://www.facebook.com/FisknessFamilyFarm>

- Q:** What are the requirements to sell your home-processed poultry?
- A:** The birds have to be registered and you have to work with USDA, you need a clean/sanitized operation location, and meat must be sold from the farm only.  
**MDA Resource on Selling Your Meat Products:** <https://www.mda.state.mn.us/livestock-producers-selling-your-meat-products>
- Q:** Did you always offer non-GMO feed and poultry options, or what influenced your decision on going non-GMO?
- A:** We have rotated back and forth between using GMO and non-GMO feed and grain for our poultry and livestock. We continue to offer both options for our chicken, finding that the demand for one versus the other has evolved over the years. There are currently now more people interested in non-GMO, and so we adjust our offerings and feeding practices accordingly.

### Joel Haugen of Acres of Eden | Fergus Falls, MN | <https://acresofeden.com/>

- Q:** What is organic on your farm?
- A:** Our laying hens, row crops, and grains grown for our animals are all Certified Organic.
- Q:** Re: your hub & spoke farmers membership aggregation model- when will this kick off and where do we find more information about it?
- A:** We are planning to launch this program in April or May of 2025. All information will be available on our website from our homepage: <https://acresofeden.com/>

### Joel Hendrickson of Ten Finns Creamery | Menahga, MN | <https://www.tenfinnscreamery.com/>

- Q:** How long was the shelf life on the other forms of pasteurization?
- A:** Vat past- typically 14-18 days, HHST pastur- 24 days, ultrapast - 2 month shelf life. They follow 16 day.
- Q:** will there be an ice cream mix in the future?
- A:** They have been asked this alot. At this point in time, they would need a bigger facility to make it themselves. They are considering making a mixture of cream for others to make it. At this time, not happening in the near future.
- Q:** what is the ideal temperature for dairy cows and how do you regulate that in your facility?
- A:** The ideal temperature for cows is 30-50 degrees Ferenheit. We use misters and fans that are set up on automatic temperature control systems.
- Q:** Is your milk labeled as organic?
- A:** The farm and feed we use for the cows is certified organic, but the cows themselves are not certified. This means we cannot lable our milk as Certified Organic, and we are not sure if we will get certification, even though we realize we may be missing out on a potential market.

### Question to All Presenters

- Q:** Can someone explain the USDA requirements to sell to the public? and requirements for deliveries
- A:** **Becky (Haffner Family Farm)** is a licensed mobile retail and works with the MDA. She uses a state inspected butcher, either state or USDA is allowed. Her animals are all inspected at slaughter.
- A:** **Jedd (Fiskness Family Farm)** keeps his poultry and livestock numbers under the exemption threshold where USDA inspection is not required.
- A:** **Joel (Acres of Eden)** keeps his layer flock below 3,000 bird threshold where state inspectors are not required.
- A:** **Joel (Ten Finns Creamery)** is inspected by the state 4 times a year and samples are tested monthly. All records are inspected by the USDA, including antibiotic log, and must be kept for three years. Charts for pasturizing need to be kept for 3 years. These are part of the requirements for selling milk in schools and stores.