



Farm-To-Table Meats

Est. 2013 | Eagle Bend, MN

**Becky & Will Haffner
& Family**



Haffner Family Farm



<https://haffnerfamilyfarm.com/>



@HaffnerFamilyFarm

Our Livestock Operation

Lifestyle: pastured + free-ranging when possible

Diet: homegrown alfalfa + transitional organic grain + non-GMO grain + garden produce

Beef

British White + Black Angus



Pork

Breeds: Berkshire + Berkshire Cross



Lamb

Breeds: Katahdin + Dorper- *Hair Sheep*



Getting Started

- Know the laws and be legal
- Selling direct to consumer requires transparency
- Pick your butcher wisely
- Decide where and how you will sell your meat



Selling At A Farmers' Market

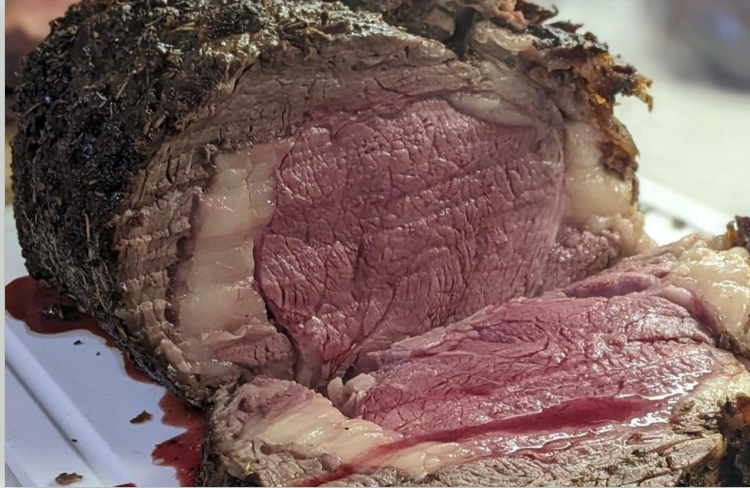
- Clear signage and display
- Keep your meat in freezers
- Make your display easy
- Have a personality





Considerable Challenges Of Direct Marketing

- Tell your story
- Be visible
- Price your product correctly
- Be consistent





*Thank
You!*

Website <https://haffnerfamilyfarm.com/>
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