



Vertical Integration in Natural Pork Production

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Farm Structure

3 Farmers

50 Sows

40 Generations of Genetics

No Antibiotics, Hormones, Steroids, etc.

Disease Prevention

Open-Air Pens

Pen Rotation (Rest Period)

Biosecurity



Vertical Integration - Now

130 total acres of cropland

Growing $\frac{2}{3}$ of corn

Started growing soy last year

In-house fertilizer production

Vertical Integration - Future

100% corn/soy production

On-site processing

Sausage, ham, pork chops at the retail level

Local Product, Locally Consumed

Nearly all Windrift Farm pork (900 fats per year) is consumed on the Western Slope

- 1/3 of hogs are sold to individuals who are skilled in processing
- 1/3 are sold to local processor → local restaurants, retail
- 1/3 are sold as halves/wholes with individual cut orders

Local Market - Consistency

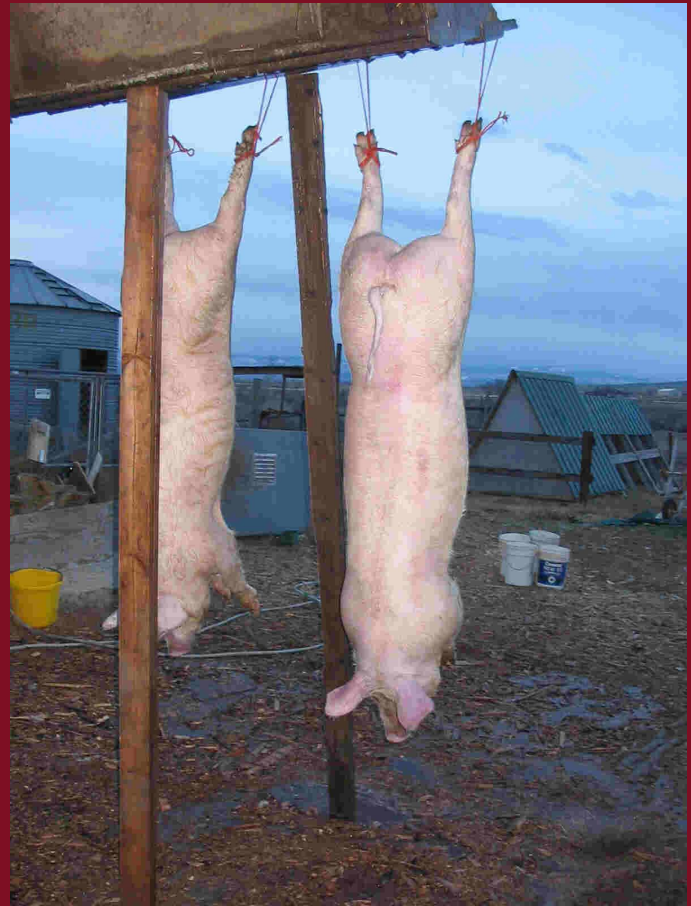
Price

- Independent of major market fluctuation
- Just Price: reflective of cost of production

Production

- Consistent year-round
- Great genetics, great product

Consistent Product



Local Product, Locally Consumed

The whole hog concept: local consumption means consuming the whole animal. We can't fill an order for 100 pounds of tenderloin per week, but we can help a restaurant that wants to use 100 pounds of local pork.

Our Journey Through the Model

- Genetics
- Market
- Vertical Integration



Questions, Resources

Mettler, John J., “Basic Butchering of Livestock and Game” *Storey Books*, www.storey.com

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