This Little Piggy Went to Market.....
Who The Heck Is The Piggery???

- The Piggery Inc is a USDA certified meat processing facility that creates value added pork and turkey products from local, pasture raised meats.

- The Piggery Inc is a local meats retail butcher shop & grocery store

- The Piggery Farm Inc raised heritage breed hogs on sustainably managed pastured without antibiotics or GMO feeds.
Who is The Piggery anyway?
Finding Our Market...

10 Years Ago We Noticed....

• It was difficult to source local meat
• All of it was frozen
• Most of it was packaged poorly
• Most of the meat was large, unfamiliar/inconvenient cuts
• Limited slaughter/processing available for farmers
The Piggery is born....

- We install a NYS Ag & Markets 20c kitchen in our basement
- Our outlets: Farmer’s Market then CSA
- Limits: Unable to wholesale
Raising a few animals at your homestead?

- Don’t be intimidated to try home processing
- Ask your community for advice
- Need help putting down an animal - ask for help
- Research & preparation & timing
Why did we get into processing?

- Limited access to USDA slaughter/processing
- Insecurity about access to slaughter/processing
- Unhappy with quality of processing available locally to small farmers
What went into a State space?

- Washable walls and floors
- 3 bay sink for dishwashing
- Handwashing sink
- Proper refrigeration equipment
- Proper storage

Total investment: $6300 (2008)
What Did We Make In Our State Kitchen?

- Fresh cuts (chops, shoulder roasts, tenderloins, ribs, etc)
- Fresh/interesting sausages (what we were known for!)
- Smoked bacons & hams
- Charcuterie/preserved meats:
  - Confit
  - Pate
  - Terrines
  - Rendered lard
How we sold our meats

To save on labor/costs, we got a County Health Department permit to paper wrap meat at our farmers markets.
Evolving Business Plan

- Initial Plan: Mom and pop business, Heather raises a small number of pigs that Brad processes on farm for sale at market
- Middle years plan: Expand the size of the farm to support full time farm manager, full time butchers and full time restaurant staff
- Current business plan: Wholesale processing facility supports multiple large(ish) farms
Evolving business Plan (yes we’re kinda nuts)

- Farmer’s Market
- CSA
- Drive Through Espresso?!?!?!
- Breakfast sandwiches
- Lunch Menu
- Meat Counter/Drop CSA
- Full Restaurant with Meat counter - Processing moves downtown!
- USDA Meat processing/Drop Restaurant/Expanded Meat Counter
- WHOLESALE!
Becoming a USDA Certified Facility

Is it as painful as everyone says?

Yes.

Is it worth it?

Yes!
How to achieve certification

- Application for Grant of Inspection
- Attend HACCP training
- Assess your skillset: write your own HACCP & building plans or hire a consultant?
- Reach out to local USDA contact for meeting (before you build!)
- Build & get certified
Get the $ for a USDA facility

- Private Investor
- M&T Bank
- TCAD
- STREDC
- Lawyers, delays and complications
Pictoral History: Our basement kitchen
Pictoral History: Downtown space
Pictoral History
Pictoral History
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Current Business Model

- Piggery sources pastured pork and turkey from local farms for fair prices - currently $2/lb hanging weight
  - Pastured animals, GMO free feeds, hogs are finished on small grains (barley, triticale)
- All animals are killed at USDA inspected Abatoirs
- Piggery processes, packages and markets the meat to Coops/Supermarkets/Buying clubs/Sandwich shops
- Farmers who produce have access to Piggery products at wholesale prices to market to Coops/Buying clubs
What we make

- Cured Pork: Ham, Salami Cotto, Capicolla, Mortadella, Pate, Rillettes(Baconfish!), Bacon, Cottage Bacon, Sausages, Hot Dogs, Liverwurst
- Fresh Pork: Pork Loin Cutlets, Pork Stir Fry, Ribs, Hocks, Trotters
- Beef: Pastrami, Roast Beef, Hot Dogs, Jerky
- Turkey: Sliced smoked turkey, Turkey Sausage, Turkey Bacon
Summary

- Piggery started as a mom and pop farm-to-charcuterie-at-farmers-market business
- Currently we use our processing, packaging and marketing expertise to connect small farms to mainstream shoppers in populated centers on the East Coast via retailers and sandwich shops
- We are focused on pigs, turkeys and deli-style meats but are willing to entertain any ideas!
WHY?