

Regulatory Agencies

Questions regarding regulations can be directed to:

Custom Exempt and State Meat Inspection
Kevin Elfering, MDA, Ph: 651.297.7453

Food and Drug Administration (FDA)
District Director, Ph: 612.334.4102

United States Dept. of Agriculture/
Food Safety Inspection Service (USDA-FSIS)
Dr.N. Clark, District Manager, Ph: 612.370.2400

MN Department of Health (MDH)
Ph: 651.297.7730

Business Resource Information

- Small Business Development Centers (SBDC) work with individuals assisting them with business plans, marketing and financial analysis, and loan packaging. SBDCs are located throughout the State, with regionally located offices. To locate the office nearest you call 651.297.5770.
- Minnesota Dept. of Trade and Economic Development (DTED) offers *FREE* copies of "A Guide to Starting a Business in Minnesota". To contact DTED and receive your free copy dial toll-free **800.657.3858**.



The Guide covers:

Choosing a business form
Business plan/accounting
Issues for employers
Sources of information and assistance

Regulatory considerations/Intellectual property
Business loans
Business taxes (State & Federal ID #'s)
Resource directory (financing and insurance)

- Minnesota Dept. of Agriculture also has a publication entitled "Starting a Food Business in Minnesota" available on-line at www.mda.state.mn.us/dairyfood/startingfoodbiz.pdf.



Small Scale Meat Processing Start-Up Information



Questions regarding the information provided in the brochure can be directed to:

Agricultural Utilization Research Institute
1501 State Street
Marshall, MN 56258
Ph: 507.537.7440 * Fax: 507.537.7441
www.auri.org



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Do Your Marketing Homework First!

- ☞ Define your final product
- ☞ Describe competitive products
- ☞ Define perceived differences from existing products
- ☞ Describe your target market
- ☞ Describe your channel of distribution
- ☞ Determine your marketing approach...



Push Marketing involves promotion at each segment along the marketing chain, while **Pull Marketing** involves direct advertising to consumers to create product demand which can be a much costlier approach.

Distribution and marketing are usually the most critical success factors for a new product.



IT TAKES COMMITMENT...of money, time, travel and product pitching/selling nonstop is necessary until your market is established, which in some cases, may involve **years** of commitment.

Licensing

You'll need to obtain a food handlers license from the State of MN before you start selling *any* food product. To obtain a license, contact the Minnesota Department of Agriculture (MDA) at Ph: **651.297.2113**.

Product Development

- ~ Prototype development
- ~ Process development and scale up
- ~ Nutritional labeling and panel
- ~ Packaging and label design

- ~ Formulation
- ~ Ingredient sourcing
- ~ Label approval



Nutritional Labeling Items

- ~ Total calories
- ~ Dietary fiber
- ~ Saturated fat content
- ~ Vitamins A & C
- ~ Iron
- ~ Total carbohydrates
- ~ Total fat
- ~ Protein
- ~ Sodium
- ~ Calories from fat
- ~ Sugars
- ~ Cholesterol
- ~ Calcium

Food Safety – Control of Pathogens

Food safety issues and the control of pathogens found in food products are controlled by four main components...

- ☞ Hazard Analysis and Critical Control Point (HACCP) Plans, which are required for meat and poultry USDA plants, MN State Equal-to plants and with Custom-Exempt plants for cured/smoked products and vacuum packaged products
- ☞ Sanitation Standard Operating Procedures (SSOPs)
- ☞ Good Manufacturing Practices (GMPs)
- ☞ Employee personal hygiene practices



Manufacturing Products

Generally, it is advisable to work with a co-packer on producing your meat products for in-state (MN State Equal-to or USDA inspection) or out-of-state distribution (USDA inspection) before building to ensure that product volume can support costs associated with building a new facility. Listings of Minnesota State Equal-to plants and USDA inspected plants are available from MDA, AURI and USDA. Co-packers will have experience in meeting food safety, nutritional labeling and other state and/or federal regulations directly related to your food product.

Building Your Own Facility



Building plans of facilities should be reviewed with MDA or USDA inspection personnel to ensure building requirements are met. Plumbing, electrical, and waste disposal sanitation regulations all need to satisfy various local and state codes.

Penn State University has a useful publication entitled "*Planning a Small Meat Packing Business*" available for \$5.50 per copy. Those interested may send a check payable to Meat Packing-Penn State University, P.O. Box 6000, University Park, PA 16802.

This booklet covers:

- ☞ *General consideration of business finance, plant personnel and marketing your product,*
- ☞ *Types of operations such as processing and slaughtering,*
- ☞ *Physical plant issues including, availability of utilities, plant layout, equipment, etc.,*
- ☞ *Energy management issues such as electric power, refrigeration, water, transportation, etc., and*
- ☞ *Government regulations.*