Session 5 Learning Activity:

Meat and Marketing Activity

**Learning Exercise:**

The learning objectives for this activity are to be able to estimate hot carcass weight and to understand marketing avenues and break-even prices.

For this activity, participants may need a calculator to answer some of the following questions. Assure them that no score or grade will be assigned since the activities are all designed to facilitate discussion. Give them 15 minutes to work on it, then discuss for 15 minutes.

1. Given that small ruminants dress out with a hot carcass weight that is 45-55% of their live weight (on the lower end of that range if there are more non-meat/bone components like a lot of wool or gut fill), estimate the hot carcass weight of a

120 lb lamb with average wool (use 50% as the dressing percentage).

**Using 50% as the dressing percentage, the hot carcass weight would be 60 lb. If there were more wool on the live animal, the animal had a lot of mud/dirt on them or they were full of hay/grain/water, when all that was removed with the hide and guts, the hot carcass weight (hanging weight) would be less.**

1. If a farm’s does or ewes average 1.5 marketable kids or lambs per year and the total cost of production and marketing per female is $115, for marketing live animals:
	1. What is the breakeven price ($/offspring) $76.67 each
	2. If the producer usually sells offspring weighing around 50 pounds what is the breakeven price per pound? ($/lb) $76.67 each/50 lb = $1.50/lb

**First, divide the total cost of production by number of offspring to market ($115/1.5 = $76.67 each; if you market those at 50 lb, you have to divide the breakeven price by the weight to get the cost per lb ($76.67/50 lb = $1.50).**

1. What are three places/ways to market live animals? Rank them in order of most likely (1) to least likely (3) to be used on your farm. Discuss the reasoning behind your ranking.

There are several of these, they can choose from many listed on the slides. Overall, sale barns/auctions/stockyards is the big one many know about, then there are middlemen (including abattoirs, brokers, other producers and others) and direct to consumers (a.k.a. farm gate, direct marketing, off-farm).

Reasoning discussions can include pros and cons of different types of marketing (see below):





