POULTRY: Production, Processing & Marketing

Discussion of systems for production, processing, and selling chickens in our farm's small scale broiler operation. We’ll cover the on-farm processing setup, methods, marketing, and customer ordering system.

Resources:

Pastured Poultry Profits by Joel Salatin

Outline:

Why Pastured Poultry?

Production
  - Selecting a breed
  - Brooder
  - Feed and watering
  - In the field

On Farm Processing
  - Equipment and tools
  - Operating the line
  - Processing for sale
  - Packaging and storing
Marketing Meat

- Building customer base
- Farmer’s market sales
- Online selling

Notes: