

Tyler Case  
Rippetoe Farm

Lenoir, NC

[rippetoefarm@gmail.com](mailto:rippetoefarm@gmail.com)

[www.rippetoefarm.com](http://www.rippetoefarm.com)

### 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: