

Reed Brook Meats



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Executive Summary

Reed Brook Meats is a custom meat-processor in Waverly, New York that harvests animals from local sources and supports farmers in the Southern Tier. Founded in 2003, this meat processing facility serves farmers who sell to neighbors, and also helps hunters who supply a local Venison Donation Program.

Reed Brook Meats attended FuzeHub's Farm to Fork Solutions that was held in Rochester on October 3, 2014 to

- Learn about potential support for business expansion
- Make connections that could help boost production
- Seek distribution outlets and business opportunities

Situation

Reed Brook Meats is a newly-renovated food processing facility that is preparing for additional business growth. Since 2003, owner Ian Mumbulo has tripled the company's workspace and installed new equipment for processing meat that is humanely harvested from local cows, pigs, sheep, and deer.

As a custom meat processor, Reed Brook Meats meets USDA requirements and is inspected regularly. Local producers trust Mumbulo to help them fulfill contracts for the sale of meat from an entire animal to a single buyer.



By the fall of 2015, Reed Brook Meats plans to meet additional USDA regulations that permit the sale of portions of animals to multiple buyers such as visitors to farmers' markets.

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Needs

Reed Brook Meats needs additional equipment to support the growth of its business. Currently, a producer brings an animal for butchering and then supplies the processed meat to a buyer. This model supports a smaller market since there are fewer buyers who want all of the meat from a large animal. By dividing the meat among multiple buyers, however, Red Brook Meats can reach a larger marketplace.

To fill additional orders, Reed Brook Meats needs to reduce processing times. Carcass splitting, the process of cutting an animal in half and then in quarters, is physically-intensive and time-consuming when performed manually. Additional processing equipment could also support Reed Brook Meats' goal of selling meat directly to supermarkets and restaurants.

Engagement

When Reed Brook Meats learned about FuzeHub's Farm to Fork event, Mumbulo drove to Rochester to attend. FuzeHub provided him with a list of resources and experts who could help, and he says that he "talked to everyone in the room." Dave Goodness, Regional Director for the Workforce Development Institute (WDI), was especially helpful. "I can't say enough good things about him," Mumbulo explained.

Outcomes

Through connections made at FuzeHub forum in Rochester, Reed Brook Meats learned about grant opportunities for new equipment through WDI. As a result, Red Brook Meats applied for and won a \$4,500 grant for a carcass splitting saw that will reduce cutting times from 10 to 15 minutes per animal to just 1 minute.

Reed Brook Farms also learned about potential opportunities to sell food products to correctional facilities in New York State. The custom meat processing facility will need to meet additional USDA regulations to fill such orders, but now has a new carcass splitting saw to help boost production.

"Working through FuzeHub, Reed Brook Meats made connections to resources in New York State that we were unaware of. We're now in a position to be more competitive, and we're looking forward to accessing the FuzeHub network in the future."

-- Ian Mumbulo, Reed Brook Meats