



Executive Summary

Schrader Farms Meat Market is a family-owned meat processing facility that is Animal Welfare Approved and USDA inspected. Founded in 2012, the Meat Market began as a way to process and sell the Schrader family's own naturally-raised beef. Today, the business is expanding to satisfy demand not just from consumers, but from other local farmers who need to process meat.

Schrader Farms Meat Market attended FuzeHub's Farm to Fork Solutions Forum that was held in Rochester, New York on October 3, 2014 to:

- Meet Rock the Deadline (RTD), a FuzeHub partner
- Learn about other potential opportunities
- Make in-person connections with resources

Situation

For generations, the Schrader family has worked the land and raised cattle in Romulus, New York. Approximately four years ago, Schrader Farms added a meat processing facility with an adjoining retail shop. Today, this facility is USDA inspected and certified, which means that Schrader Farms can also process and sell beef, hogs, and lambs raised by other local farmers.

Schrader Farms Meat Market employs 15 people and plans to hire several more workers in the near future. Over the next few years, the business may need to add as many as 10 more employees to help satisfy consumer demand for locally-grown meat from farm animals that are fed naturally and largely free of drugs and antibiotics.

Needs

Historically, Schrader Farms Meat Market has relied upon word-of-mouth marketing instead of digital advertising. To support continued growth, however, the business wanted to design and deploy a website. Schrader Farms Meat Market also wanted to learn about opportunities to increase production. Butchering meats is time-consuming, and the business needed to increase capacity to support growth.

Engagement

Keith Schrader and his daughter-in-law, Michelle Schrader, learned about FuzeHub's Farm to Fork event and drove to Rochester to attend. There, they meet RTD's Kim Lloyd and discussed a new website for Schrader Farms Meat Market. Keith Schrader and Michelle Schrader also connected with Bob Trouskie of the Workforce Development Institute (WDI), which supports workforce and economic development.

Outcomes

Through connections made at the Farm to Fork event, Schrader Farms Meat Market received several visits from WDI. The family-owned business wasn't ready to apply for a WDI grant at first, but eventually added more square footage and additional employees. That's when Michelle Schrader contacted Trouskie again, and he guided Schrader Farms Meat Market through the WDI grant process.

The WDI award that Schrader Farms Meat Market received pays for 50% of an automatic meat slicer, equipment that will boost the facility's production capacity and enable the business to fill new contracts for bacon. Attendance at the Farm to Fork event also provided an opportunity to connect with RTD's Kim Lloyd. Today, Schrader Farms Meat Market is on the Web at <http://schrader-farms-meat-market.com/>.

"We went to the Farm to Fork Solutions Forum to meet one FuzeHub partner, but then we connected with WDI, too. That bonus will help us to grow our business."

--Michelle Schrader, Schrader Farms Meat Market

"Schrader Farms Meat Market is the type of small business that WDI likes to help. This connection wouldn't have happened without FuzeHub, and their Farm to Fork Solutions Forum is where it all started."

--Bob Trouskie, Workforce Development Institute