

PIEDMONT FARM GRASS-FED BEEF CASE STUDY: KNOW YOUR CUSTOMER

The following discussion questions are a companion piece to the Piedmont Farm Grass-Fed Beef Case Study. They are intended for discussion purposes only and have no right or wrong answers.

Who will you be selling your product to? Grocery stores
 Farmer's market visitors
 Individual sales at farm
 Other _____

Do your customers prefer to purchase meat sold: By the pound
 By the piece
 In family packs
 By the side (half or whole beeve)

What qualities are customers looking for in their beef: Tenderness
 Flavor
 No added hormones
 Locally raised
 Humanely handled
 Grass-Fed
 Certified Organic
 Other _____

What other purchase choices does your customer have: Conventional grain-fed beef
 Other grass-fed beef
 Other meat choices
 No meat

How much is your customer willing to pay per pound? _____

What comments have customers made about prices (do they appear to be price sensitive?) _____

