

**MEATSUITE**.com

## MeatSuite Profile Field Instructions:

**Farm Name:** Self-explanatory

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**Contact Name:** The person who will be the main contact for consumers

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**Phone number:** The number that you want made available to the public. Not a required field, but people need some means to contact you, so consider your preferred means.

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**Email:** You must have an email address to create a profile, but you can check a box to keep from putting it on your farm profile.

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**Hide email on profile?** Y N

**Website:** Put the address of your website or Facebook page.

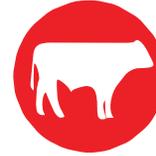
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**Farm Description:** This field describes details about your farm. Consider which parts of your farm's history, philosophy, or other details will resonate with your target customers. Keep the description to about 5-15 sentences since people don't have great attention spans for reading. Focus on the relevant details. This is the place to describe breeds, feeds, and handling practices if you so choose.

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**Claims and certifications:** Check those that are accurate for your farm. Choices are:

- Certified organic:** Self-explanatory.
- Grass-fed (no grain):** Means 100% grass-fed, grass-finished. If you use grass/grazing and grain, you can check pasture raised instead.
- Heritage breed:** If your livestock are heritage breed.
- Pasture raised:** If you raise your livestock primarily on pasture.
- Animal Welfare Approved:** If your farm is certified AWA.
- Halal Available:** This attribute means that you either 1) Offer a place for customers to slaughter their animal at your farm or 2) that you can use a Halal slaughterhouse upon request.
- Other:** \_\_\_\_\_

**Accepts payment plans: Y/N** Means that your farm has a system for payment plans with customers, like a layaway system of other. NC Choices and its affiliates have nothing to do with payment plans.

**Product:** Pork, Beef, Lamb, Goat, Chicken, Turkey, Duck, Tilapia, Goose, Quail, Bison, Elk, Deer, etc...

**Product description:** Describe the product such as, “typically you will receive about 100 pounds of meat when you by a quarter” or “cut to your specifications”. Descriptions of how you raise and feed your animals should go in the farm description area. This area should be kept as short as possible.

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**Price type:** Whole, Half, Quarter, bulk pack, live animal (must fit approved formats)

**Price:** Whole, Half, and quarter prices must include cost of processing. Price is displayed as “\$ per lb. HCW including processing.” It is allowable to have optional processing at an additional charge i.e. smoking, sausage, patties. For that, we allow a line to the effect of: “Smoking and sausage making are available for an additional charge.”

Bulk prices can just be a flat price, such as “10 lb. Grilling Pack, \$85” or “50 lb. mixed cut box, \$200.”

Live animal prices are allowed, and can be per head or by the live weight pound.

Whole processed animal prices such as chicken and rabbit are acceptable. “Chicken is \$4.50/lb. for a whole bird” or “Whole chicken, \$25, ranges from 4-4.25 lbs.”

**Tips for creating your farm profile:**

Look at other farm profiles and brainstorm the description of your farm and products. Write your description on paper or in Word in advance. Don't try to write it off the cuff on the website. Viewing other farm profiles first is helpful! You can see all listed farms (including those in NY) by clicking “Farms” on the site. Customers are learning about your farm and choosing to buy local meat, so a first impression is important!

Remember, customers do not shop by price alone. Your farm and product descriptions are your opportunity to show the customer what's great about your farm.

Have a great photo from your farm ready to upload.



United States Department of Agriculture  
National Institute of Food and Agriculture