



**Selling Whole and Half Hogs**

**NettleValleyFarm.com**



**Nettle Valley Farm**  
Spring Grove, MN

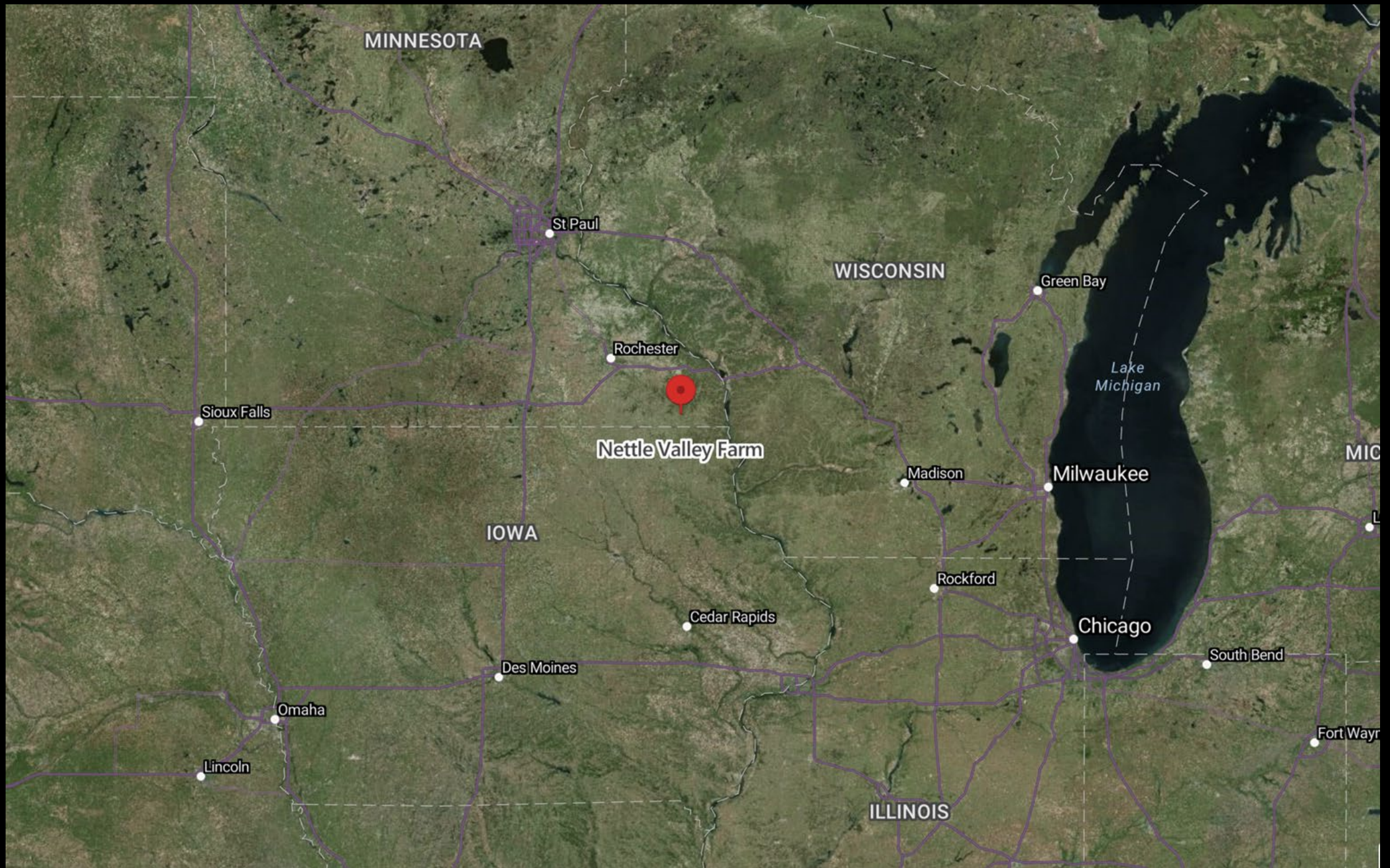
# Quick poll!

Type in the chat: How are you currently marketing hogs?

Whole and half hogs each fall  
direct to families within 2.5 hrs



**Nettle Valley Farm**  
Spring Grove, MN



MINNESOTA

St Paul

WISCONSIN

Green Bay

Rochester

Lake Michigan

Sioux Falls

Nettle Valley Farm

Madison

Milwaukee

MIC

IOWA

Rockford

Cedar Rapids

Chicago

Des Moines

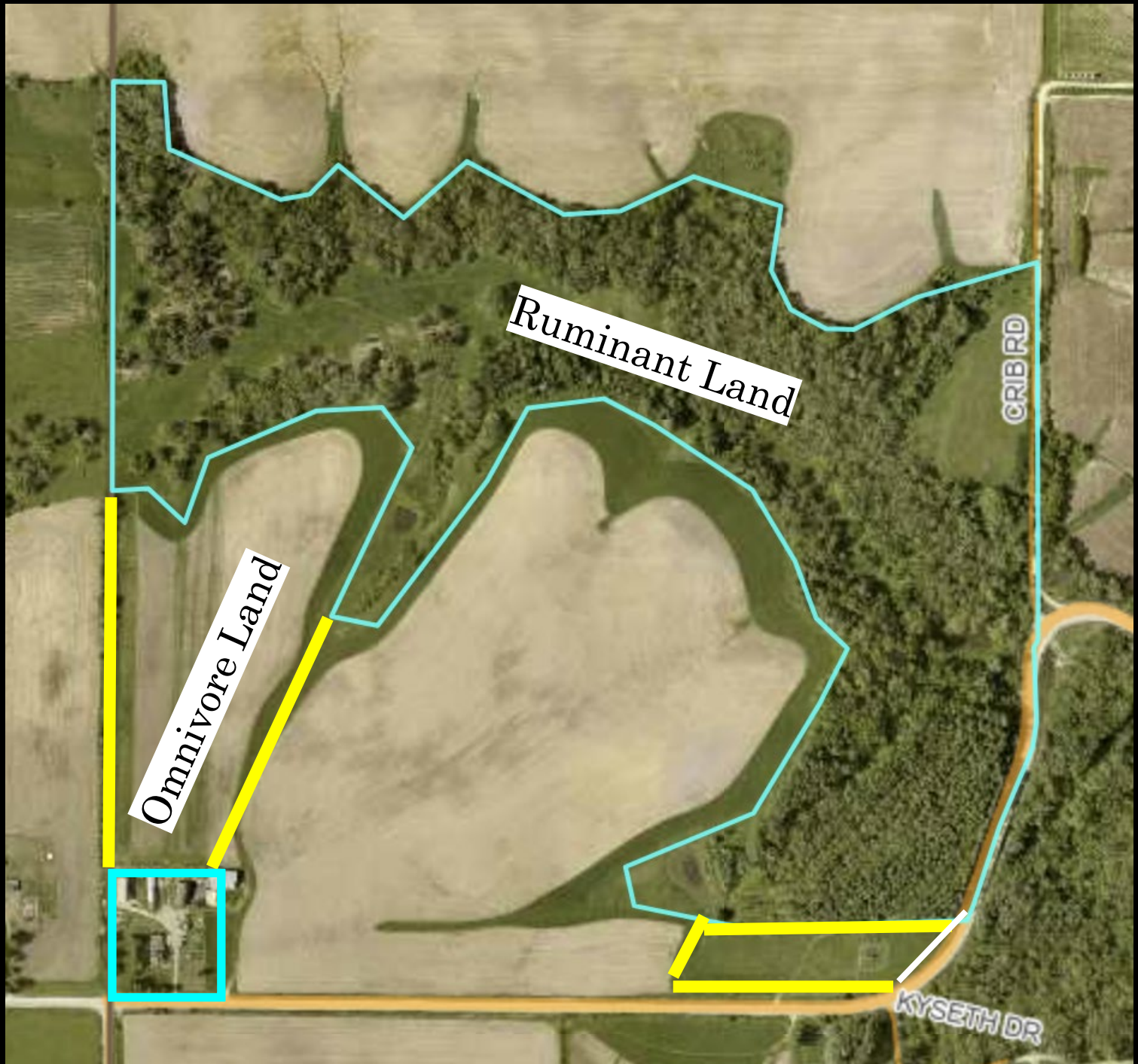
South Bend

Omaha

Fort Wayr

Lincoln

ILLINOIS



- Homestead site
- 20 rented acres of pasture
- 67 acres wooded and open pasture and a white pine/black walnut plantation

# Shameless plugs for 2024!

**Apprentice with us via the  
Savanna Institute!**

20 hrs/week,  
\$10-15/hr plus a  
private room  
and all meals

Matt, 2022  
apprentice



**Pigs! Goats! Chickens! Silvopasture!**

**Launch your farm business in  
our incubator farm program!**

Niches available starting in Spring 2024:

- Small ruminants (goats & sheep, some limitations due to a Johne's issue in 2021, contact for more info)
- Poultry (broilers, layers, ducks, turkeys, guineas, etc.)
- Microdairy
- Custom forestry and sawmilling (we have a WoodMizer LT10)
- Educational events (skill school, agritourism, kids programming, etc.)
- More!

**Winter 2015-2016**



**3 Large Blacks**

**2016**



**10 Berkshire-Mulefoots**

**2017**



**25 Heritage Breed crosses**

**2018**




**40 Heritage breed crosses**

**2019**



**50 Hamp-Durocs**





**2020**

**73 Hampshires**

**2021**

**75 Hamp crosses**

**2022**

**80 Hamp, Duroc,  
Old Spot, York  
crosses**

**2023**

**85 Hamp crosses**

**Drone photography courtesy of Kiley  
Friedrich from Monarch Joint Partners**

Thank you Featherstone!!




# What we'll cover today:

1. Our Pros and Cons of selling whole and half hogs
1. Our process (reservations, deposits, payments, cutsheets, feedback, etc.)
2. Pricing

Lots of time for questions at the end!

# What we won't cover today:

1. Production methods (wagon wheel hub, forage, etc.)
2. Breeds
3. On farm slaughter and processing and different levels of processing since it's TRICKY and different in each state
4. Flat fee sales (can work, no personal exp)
5. Shipping meat (can work, no personal exp)

A black pig with a white collar is grazing in a field of green plants. The pig is the central focus, positioned in the middle ground. The field is filled with various green plants, some with small purple flowers. The background shows a clear blue sky with a few wispy clouds. The overall scene is bright and sunny.

No foolproof formula!  
Help yourself to  
many grains of salt

Think of this as a case study: this is how one farm makes this work given our context (our quality of life goals, land, finances, personal preferences, available services like processing, etc.)

## Pros

- Great for beginners
- Reduced labor
- Whole animal sale, not just bacon and chops
- No inventory management
- No on farm freezer storage (and permits)
- Simpler pricing
- No need for Barn2Door, Graze Cart, etc.
- **CHECK WITH YOUR STATE** but it often means more flexibility with processing type

## Cons

- Potentially lower overall sales... maybe higher profitability
- More customer support and education
- Potentially confusing details
- Tougher cash flow unless farrowing all year

# Our process then

1. Reservation via email
2. Sharing updates
3. Deliver hogs to processor (end of our involvement)
4. Customer calls processor with cutting info
5. Processor calls customer when processing is done
6. Customer pays us, then picks up and pays processing fee



# Our process now

1. Reservation and deposit via Jotforms
2. Sharing updates
3. Cutsheets via Jotforms
4. Payments via Wave
5. We handle pick ups or deliveries
6. Soliciting feedback via Jotform





Jotforms for tracking reservations and deposits  
(and cutsheets): \$2.40/customer/year or \$288  
(Google Forms is fine for this part)





### First things first...\*

Have you had a chance to [review our FAQs](#)? Buying a whole or half hog is very different than purchasing meat from the store, so to prevent any surprises we ask that you carefully review the info on our website.

You betcha! I've read through all the details on the NVF FAQs page, I understand the pricing and I'm good to go.

NEXT →

Are you interested in other local delights raised by us or our trusted farmer friends? Check all that apply and we'll connect you with them!\*

Pastured Thanksgiving turkeys

Grassfed lamb

Pastured whole ducks

Pastured whole chickens

Pastured eggs

Woodland raised goat meat

Grassfed and grass finished beef

Grassfed and grain finished beef

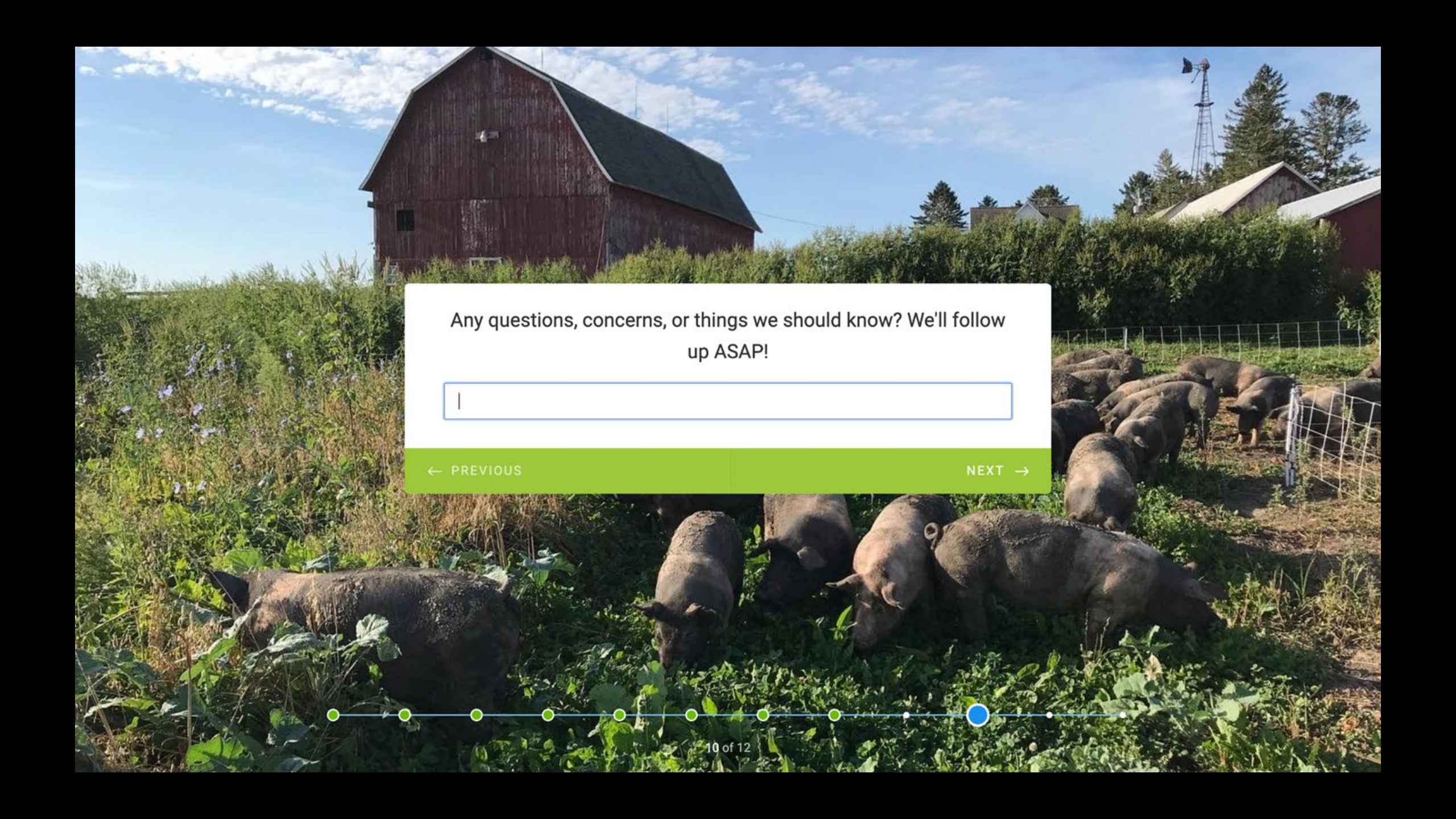
Veggies and flowers in the Decorah/Spring Grove area

Veggies and flowers in the Twin Cities area

Farmstead cheese from pastured goats

← PREVIOUS

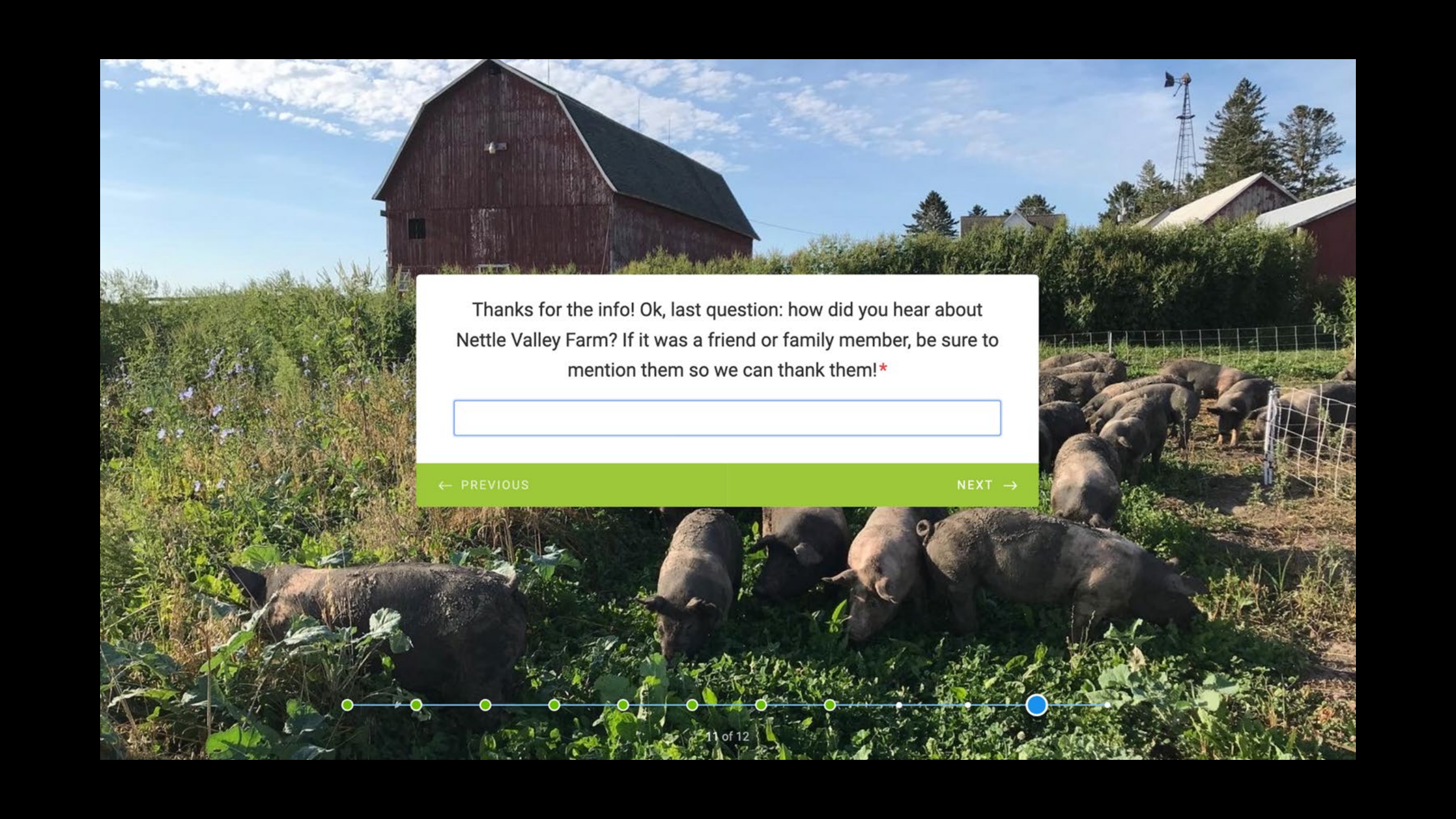
NEXT →



Any questions, concerns, or things we should know? We'll follow up ASAP!

← PREVIOUS

NEXT →

A photograph of a farm scene. In the background, there is a large, dark brown wooden barn with a green roof. To the right, a tall metal windmill stands against a blue sky with scattered white clouds. In the foreground, a group of dark-colored pigs is gathered in a field of green plants, some of which appear to be nettle. A white wire fence is visible on the right side of the field.

Thanks for the info! Ok, last question: how did you hear about Nettle Valley Farm? If it was a friend or family member, be sure to mention them so we can thank them!\*

← PREVIOUS

NEXT →

# Zapier.com Integration: \$2/customer/year or \$240 annually

## Make a Zap

Connect this app...

with this one!

### Dive back in

[My Zaps](#)



Customer contact added to google contacts

On ...



2023 NVF Reservation Form Response

On ...



Name your Zap Has Draft

Off ...

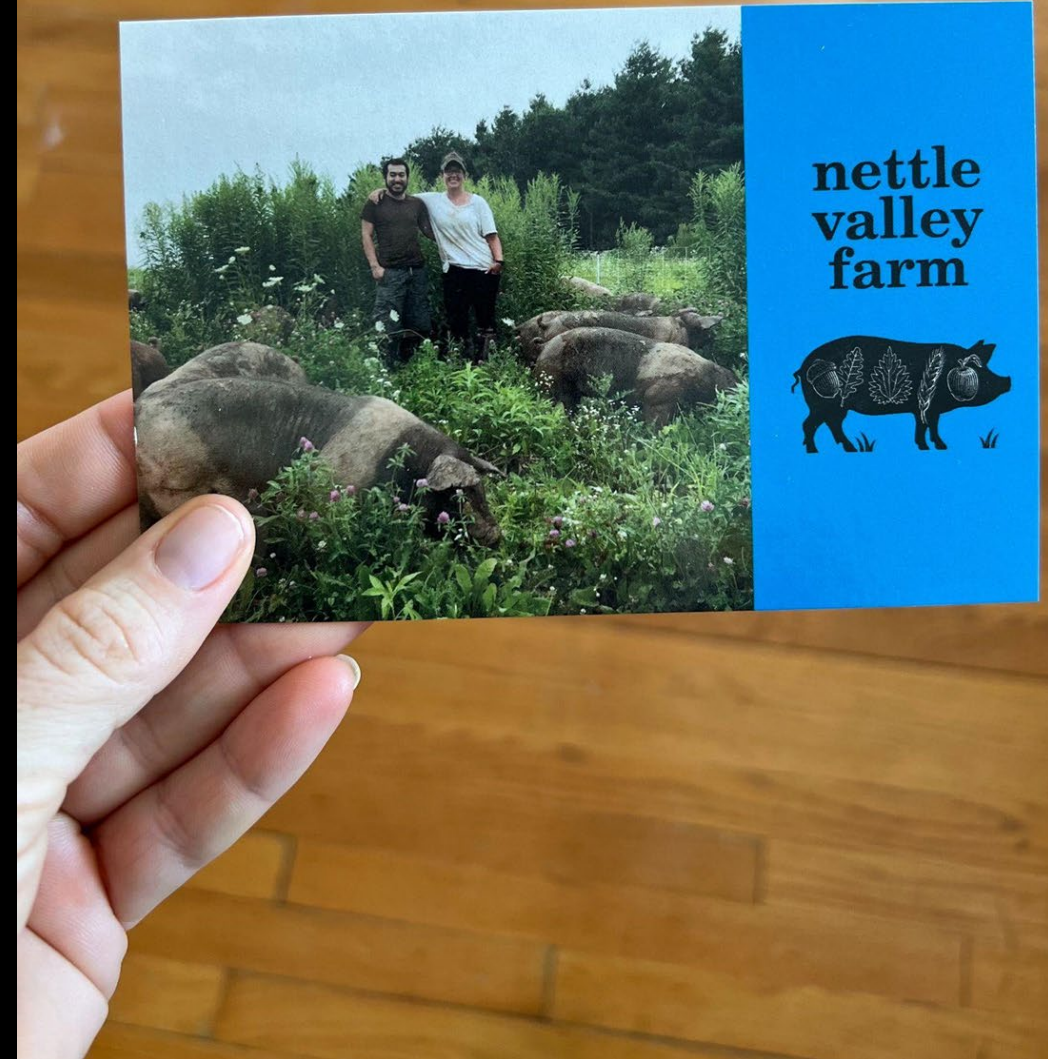


2023 NVF Reservation Form Response Wholesale

On ...

- Writes draft email to customer
- Makes entry for them in Wave
- Puts their contact info in my phone
- More to discover!

- Deposit (\$150 for halves, \$300 for wholes)
- Thank you postcard
  - All set til Fall!





nettlevalfarm

Edit profile

Ad tools



1,382 posts

4,111 followers

4,021 following

Nettle Valley Farm  
Farm

We raise pastured, pampered hogs in the Driftless. Wholes & halves available. Organic pea/barley feed (no corn/soy/fishmeal!).  
[linktr.ee/nettlevalfarm](http://linktr.ee/nettlevalfarm)



Pork reviews!



#thorbaworba



Fave Piggo ...



PFI Talk Links



2020 tour!



New

POSTS

REELS

SAVED

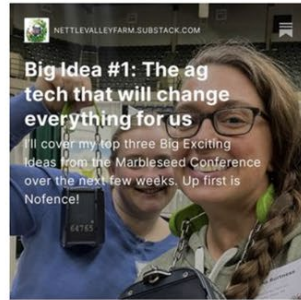
TAGGED



NETTLEVALLEYFARM.SUBSTACK.COM

**How does a free chest freezer, meat thermometer, or cooking class sound?**

Enter to win one of these for free via the Local Meat, Local Flavor sweepstakes from the Good Meat Project.



NETTLEVALLEYFARM.SUBSTACK.COM

**Big Idea #1: The ag tech that will change everything for us**

I'll cover my top three Big Exciting Ideas from the Marbledseed Conference over the next few weeks. Up first is Nofence!



Happy National Pig Day!



NETTLEVALLEYFARM.SUBSTACK.COM

**Half hog butchering class on April 15th**

Learn about all the cuts from two badass Twin Cities butchers.



# Keeping in touch

## News from Nettle Valley Farm

Home

Archive

About



### Enter to win!

### How does a free chest freezer, meat thermometer, or cooking class sound?

Enter to win one of these for free via the Local Meat, Local Flavor sweepstakes from the Good Meat Project.

DAYNA @ NETTLE VALLEY FARM MAR 9 3 0 0 0

New



**Big Idea #1: The ag tech that will change everything for us**

I'll cover my top three Big Exciting Ideas from the Marbledseed Conference over the next few weeks. Up first is Nofence!

DAYNA @ NETTLE VALLEY FARM MAR 5 12 3 0 0



**Only 2 spots left for the April butchering demo! And an announcement...**

We're adding a second meat cutting demo for the Spring Grove area!

DAYNA @ NETTLE VALLEY FARM MAR 2 0 0 0 0



**Half hog butchering class on April 15th**

Learn about all the cuts from two badass Twin Cities butchers.

DAYNA @ NETTLE VALLEY FARM FEB 22 3 2 0 0



# September: customer education and cutsheet time! (and schedule pick ups/deliveries)

Guide to Buying Meat in Bulk Directly From Farms and Ranches

## Pork

Provided to you by \_\_\_\_\_

Please include your farm name, contact info, and/or URL/social here

---

### Why Buy in Bulk?

If you have storage space and the funds to purchase upfront, buying meat in bulk (often in the form of livestock "shares") can be a rewarding, cost-effective way to buy from a farmer or rancher you trust. It allows you to try cuts you might not otherwise get, and saves you a bunch of trips to the butcher. But, it does require a little planning.

### How Much Should I Buy?

First, you'll need to think about how much meat your household consumes in order to find the right size share. To do so, use our simple guide.

weekly

$$\frac{\text{Number of meat eaters} \times \text{average portion size} \times \text{meals per week}}{\text{your weekly consumption}}$$

yearly

$$\frac{\text{Weekly consumption} \times 52 \text{ (weeks in a year)}}{\text{your yearly consumption}}$$

### Which Pork Share is Right For Me?

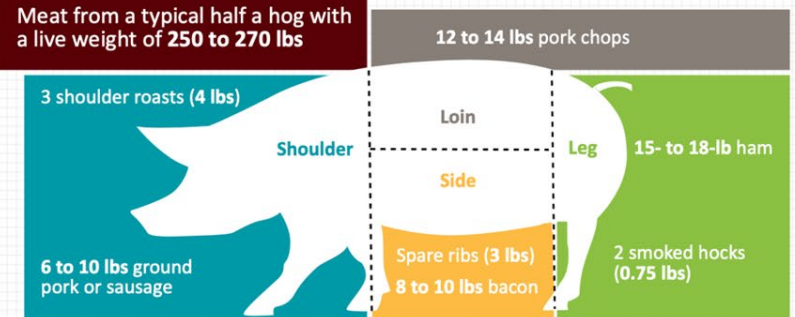
So you've settled on buying a pork share from a local farmer or rancher. Now you need to decide which share to buy. Bulk pork is typically sold as a whole or half hog.

Ask your farmer or rancher what share sizes are available—you can always try a smaller share at first and see if it works with the way you and your family cook. Remember that buying in bulk

## Preparing to Buy Half of a Hog

How much meat is half of a hog?

Meat from a typical half a hog with a live weight of 250 to 270 lbs



Additional meat may be available including: heart, liver, tongue, fat/lard

Cuts and quantities of meat will depend on the animal and processor.

How much cooler/freezer space do you need?

2.25 cu. ft. can fit about 50 lbs of meat

Live weight: 250 to 270 lbs

=

60 to 70 lbs

Can fit into an empty, average-sized home freezer

What costs should you expect?

The cost of the animal is split between two parties

+

Each party is responsible for individual processing costs

Source: Beef and Pork Whole Animal Meat Buying Guide, Iowa State University

UNIVERSITY OF MINNESOTA EXTENSION

In person demos!



Cecka Parks from Minneapolis Meat Collective

Hop on the phone with them!





### Half Hog - Breakdown

94K views • 8 months ago

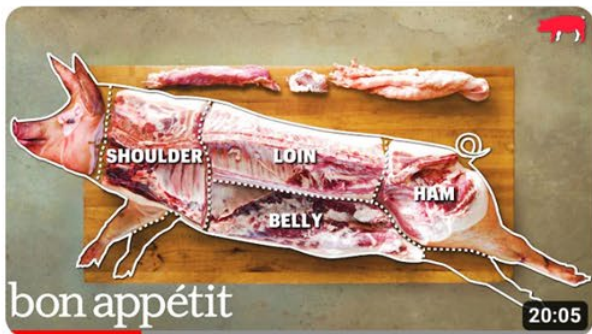
Wild Country Meats

Here, we breakdown a half hog. We cut specific for the customers needs, but are able to get many other cuts out of the half hog.



Intro | Separating the hind ham | Cleaning the loin | Cutting the loin

4 chapters ▾



### How to Butcher an Entire Pig: Every Cut of Pork Explained | Handcrafted | Bon Appetit

8M views • 5 years ago

Bon Appétit ✓

Butcher and author Bryan Mayer shows Bon Appétit how to butcher an entire pig at Wyebrook Farm and explains every cut of pork ...



### How to Butcher a Pig | ENTIRE BREAKDOWN | Step by Step by the Bearded Butchers!

4.9M views • 3 years ago

The Bearded Butchers ✓

In this video, master pig butchers Seth and Scott Perkins will show you how to butcher a pig step by step - including pig carcass ...



Hind Quarter | Boneless Pork Chops | Loin | Loin Down into Boneless Pork Chops | Sirloin |...

24 moments ▾



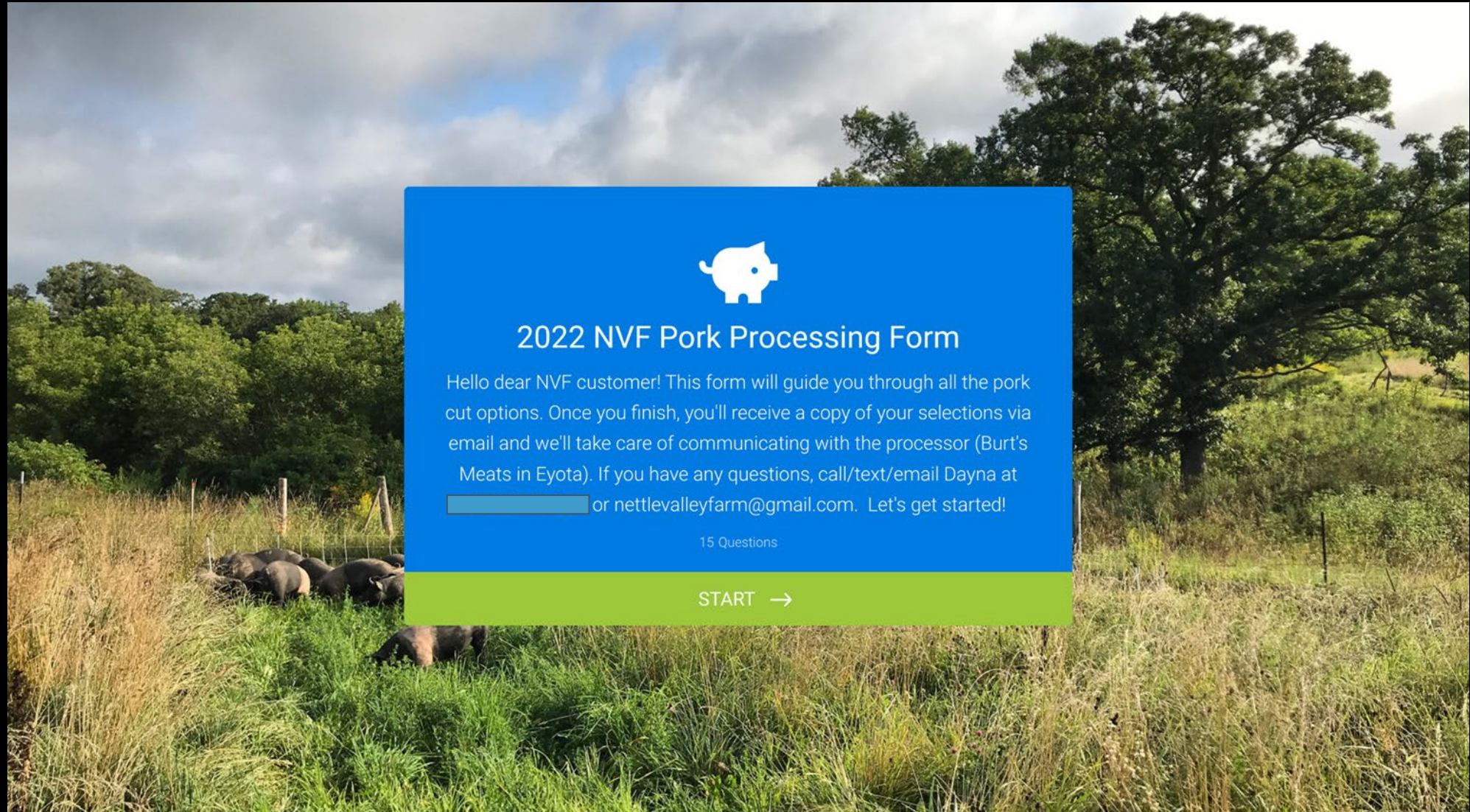
### How to Butcher a Pig | Every Cut Explained Plus Ham and Sausage | The Bearded Butchers

1.4M views • 2 years ago

The Bearded Butchers ✓

Where do we even begin to explain this one? How about at the beginning.. We've had a lot of requests for this, so here it is; how to ...

# Online cutsheet -- highly recommend



## 2022 NVF Pork Processing Form

Hello dear NVF customer! This form will guide you through all the pork cut options. Once you finish, you'll receive a copy of your selections via email and we'll take care of communicating with the processor (Burt's Meats in Eyota). If you have any questions, call/text/email Dayna at  or [nettlevalleyfarm@gmail.com](mailto:nettlevalleyfarm@gmail.com). Let's get started!

15 Questions

START →



## Loin\*

The loin primal cut is the long muscle along the back of a hog. You can decide if you want this primal cut processed into pork chops or pork roasts, but you can have only one or the other.

Chops are great for frying, oven roasting, smoking or grilling. Roasts are better for slow-cooking or oven-roasting.

- Boneless pork chops (You will get the tenderloin and baby back ribs.)
- Bone in pork chops (You will not get the tenderloin or baby back ribs.)
- Boneless roasts (You will get the tenderloin and baby back ribs.)
- Bone in roasts (You will not get the tenderloin or baby back ribs.)
- Please include the loin in my ground pork (You will get the tenderloin and baby back ribs.)

← PREVIOUS

NEXT →



Burtness

11/25/19

# PORK

Name  
Phone

[Redacted Name and Phone]

WHOLE  HALF HANG WT. 97.5#

### "FRESH MEAT"

Tenderloin

CHOPS 3/4 THICKNESS 2 # per pkg.

STEAKS Roast THICKNESS 3# # per pkg.

SPARE RIBS ~~WHOLE CUT~~ → TRIM

ROASTS - 3 LBS.

SAUSAGE  PLAIN SEASON \_\_\_\_\_ LBS. per pkg.

### GRINDING #

FRESH HAM ROASTS

SIDE PORK YES NO

LIVER YES  NO

### STEAKS

HOCKS YES NO

HEART  YES NO *Save for Dayna*

LARD *Render*  YES NO

### "SMOKED MEAT" *All Natural*

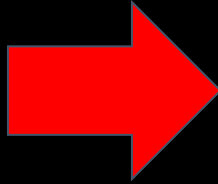
BACON  YES NO *Thin*

CHOPS YES NO \_\_\_\_\_ # per pkg.

HOCKS  YES NO

HAMS WHOLE HALF STEAKS \_\_\_\_\_ #

SPECIAL ORDERS: Cut into turds



## 2022 Nettle Valley Farm / Dayna Burtness Pork Cut Sheet

Slaughter Date: 10/25

Address

[Redacted Address]

Customer

Dayna Burtness

[Redacted Customer Information]

Please contact Dayna when processing is complete: [Redacted]

Whole

Hanging Weight: 191

Trim: Plain ground pork, MSG-free Breakfast sausage

Fat: Lard

Shoulder: Boneless roasts

Rest of shoulder: Add to trim

Loin: Boneless chops, Thick (1"), Two chops per package

Spare Ribs: Whole

Belly: Reg Cure bacon

Ham: Reg Cure Boneless smoked and cured ham, Cut into 1" ham steaks

Hocks: Reg Cure

Jowls: Reg Cure jowl bacon

Head: Keep

Bones: Smaller packages

Organs: Heart, Liver, Kidneys

Notes: {cutsheet\_notes}

# Payment and Delivery

- Invoice customers for hanging weight price + processing (total will reflect the deposit already paid) via Wave (free!)
- Home delivery: early slaughter dates due to weather
- Rochester in the AM, on farm in the afternoon
- No pick ups at the processor
- 7 weekends leading up to Thanksgiving







11.99  
Xtra Organi  
& Heat  
MADE IN USA

11.99  
Xtra Organi  
& Heat  
MADE IN USA

11.99  
Tussock  
Cauliflow  
MADE IN USA

11.99  
Diana Nigo  
MADE IN USA

11.99  
Calvo  
MADE IN USA

11.99  
Tussock  
Cauliflow  
MADE IN USA

11.99  
Tussock  
Cauliflow  
MADE IN USA

11.99  
Calvo  
MADE IN USA

11.99  
Calvo  
MADE IN USA

# Feedback!

## 2022 Nettle Valley Farm Feedback Form

Our goal is to improve every season, so your honest feedback is extremely helpful.  
Thank you for sharing your thoughts with us! - Dayna and Nick

Required: Please rate your overall experience buying pork from Nettle Valley Farm \*



What were the things you liked the MOST?

What were the things you liked the LEAST?

Required: On a scale of 1 to 5 with 5 being the best, how's your pork? \*

# Pricing

Do not undercut your neighbors with similar practices!

- Research what other farms who use similar methods are charging
  - Actually Pastured, “Pastured,” dry lot, confined (concrete vs deep bedding)
  - Feed
    - Organic, non GMO, conventional
    - Corn and soy vs other
  - Breeds
- Back of the envelope method for pricing as a beginner:
  - Feed bill per hog (1000# roughly) x 3 = **bare minimum**, not including processing

Questions? Comments? Thanks for being here!



Thank you!

Dayna Burtness

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

[NettleValleyFarm.com](http://NettleValleyFarm.com)

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