



Fitch Ranch Artisan Meat Co.

Strengthening Colorado's Agricultural Economy &
Local Resilient Food Supply Chain

Deborah Fitch March 5, 2025

The best way to predict the future is to create it

-Abraham Lincoln

How do you design a food production facility and processing plant to be an integral part of a locally resilient food supply chain.

We are all here to be a part of the solution



MISSION STATEMENT

At Fitch Ranch Artisan Meat Co, our mission is to foster community vibrancy and resilience through a commitment to asking the right questions and working with likeminded family ranchers. By leveraging thoughtful inquiry, we navigate the complexities of our environment to forge connections and uncover solutions that drive philanthropy and ultimate financial stability. Our dedication to proactive engagement and strategic thinking empowers us to move toward a goal to build a sustainable future where every member of our community thrives.

30-30-30-10

Measure Quality & Consistency

30%: Base Product

- Genetics
- Treatment – Calm or Stressed
- Feed
- Regenerative Grazing
- Environment





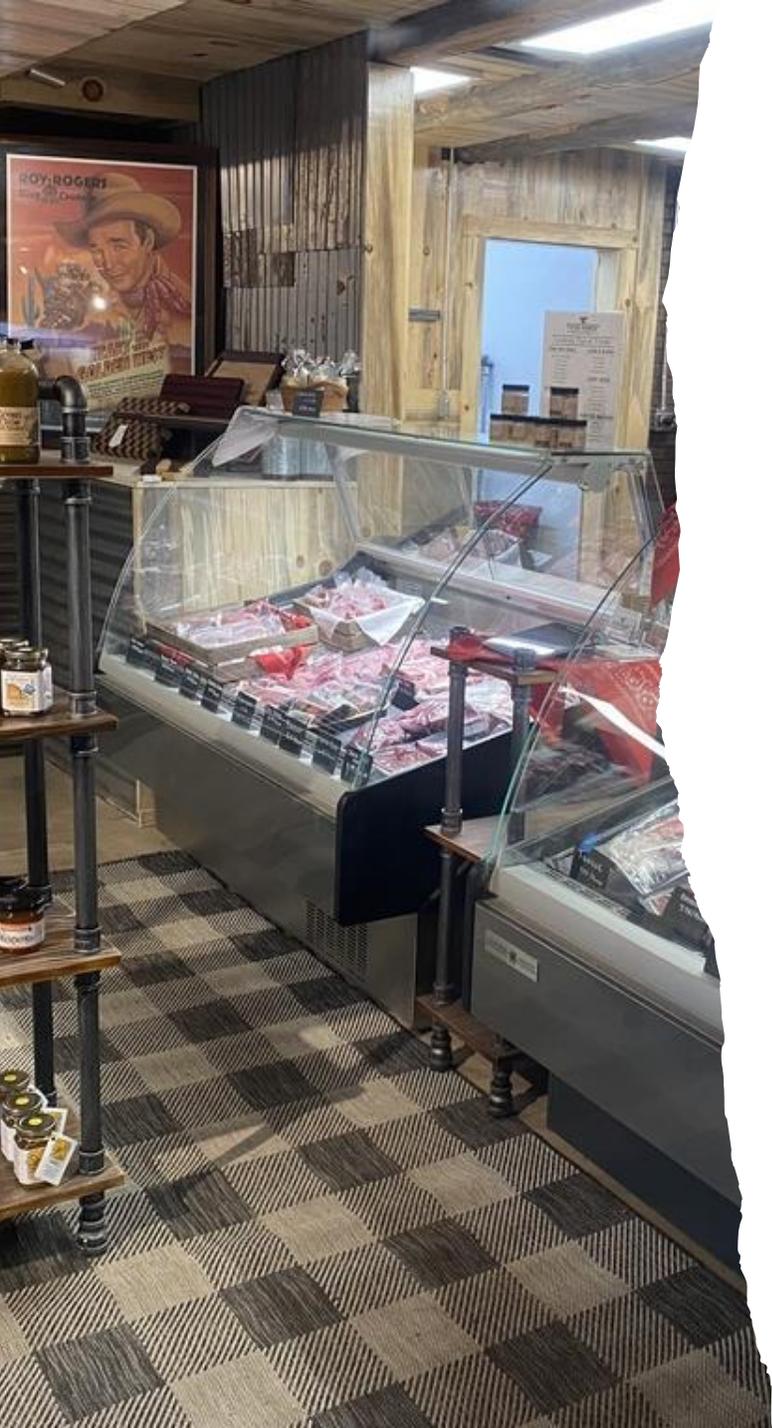
30% Processing

- **Transport – Stressful or Peaceful**
- **Humanely Handled & Harvested**
- **Temperature Controls**
- **Knowledge of Processes**

- **PROCESSING QUALITY**

- Butcher Skills & Training
- Cleanliness
- Food Safety
- Cold Chain
- Wet Aged vs Dry Aged
- Yield Percentages
 - Live to Boxed Beef 38-41%
 - Live to Boxed Lamb 34-37%
 - Live to Boxed Pork
- Ready To Eat
- Timeline for distribution
(Perishable Products)





- Artisan Butcher Skills
 - Cut with precision
 - Consistency
 - Temperature of Room
- Packaging
 - Visually Appealing
 - Quality of Packaging
 - Consistency in Packaging





30% End User: Chef/ Home Cook

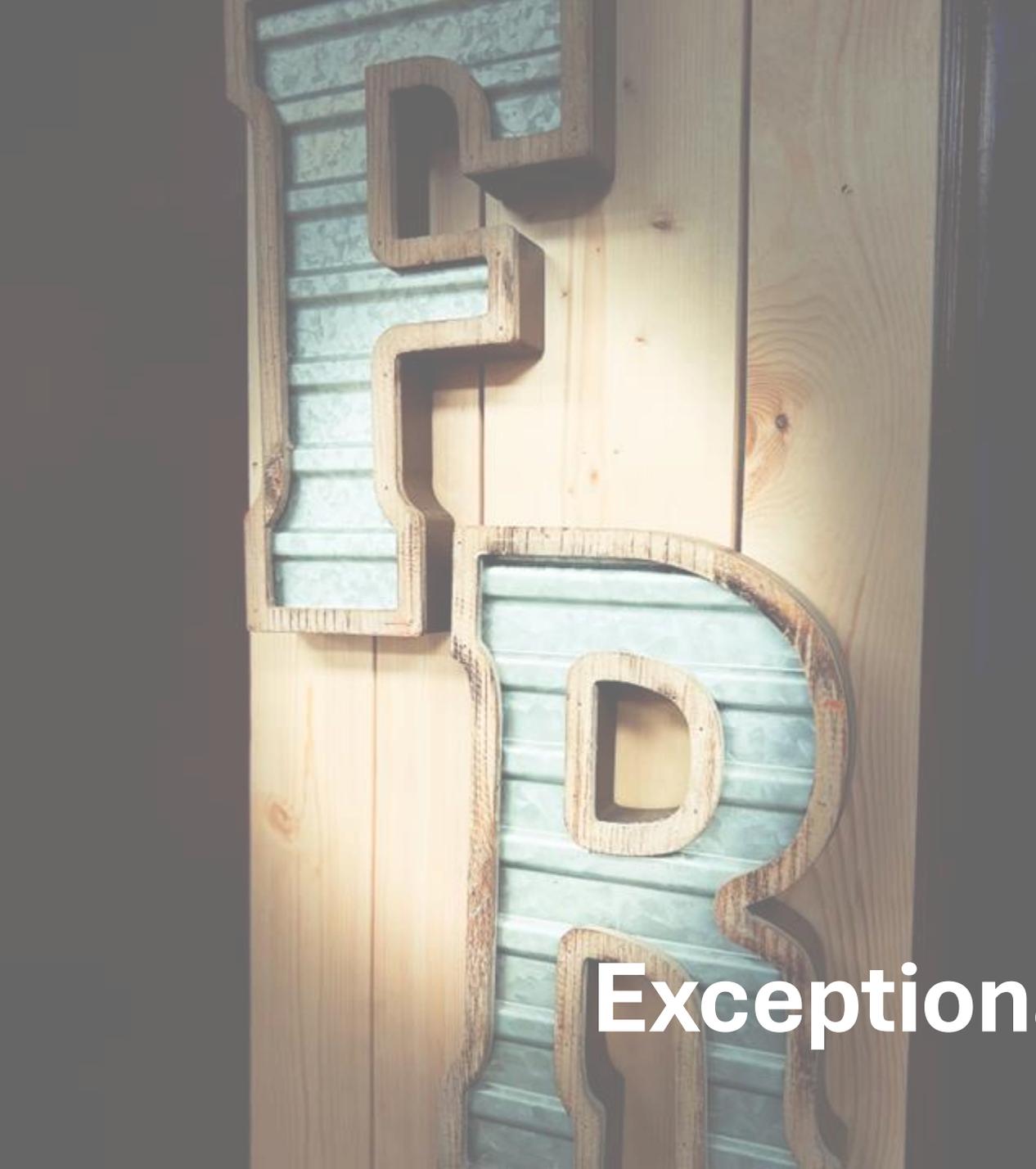
- How was food transported?
- Cold Chain Maintained?
- How is it stored?
- Defrosted in Microwave?
- Any Culinary talent?

Consumer Education



Café @Fitch Ranch

- Consumers want guidance on how to prepare different types of meats for the best experience.
- Grass finished vs grain finished requires different cooking techniques for optimal flavor and texture.
- Genetics play a role in the final product – education ensures appreciation of quality and consistency.



Beaver Creek[®]
Beaver Creek Charter Chefs:
Chef Matthew & Chef Alex

Exceptional Category: Add 10%

A photograph of a grocery store produce section. In the foreground, a mesh bag filled with several red and yellow apples sits on a white digital scale. The background is filled with various other produce items, including yellow lemons and green leafy vegetables, all slightly out of focus. The overall lighting is bright and natural, typical of a well-lit grocery store.

Resilient Local Food Supply System

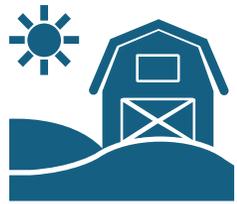
Defining Local?

Local can mean something very different depending on perspective

1. Community : Buying directly from a neighbor in town
2. Statewide: Buying Colorado products
3. USDA Definition: A 400-mile radius of production and distribution

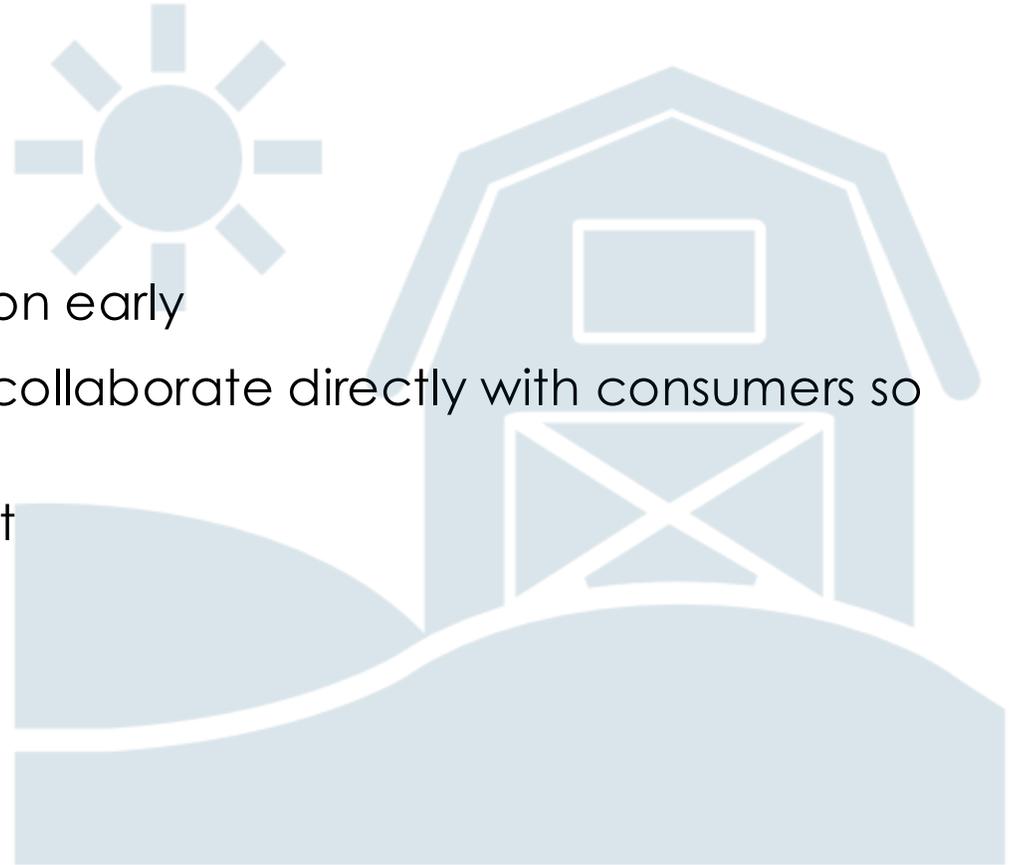


How do we achieve local resilience?



- Reimagine the supply chain
- Bring consumers into the conversation early
- Collaboration: Farmers & Ranchers collaborate directly with consumers so they can deliver products that are:
 - Desired by the consumer market
 - Available year round
 - Consistently high quality
 - Competitively priced

This not only strengthens local businesses but also builds a loyal customer base that is invested in the entire food system

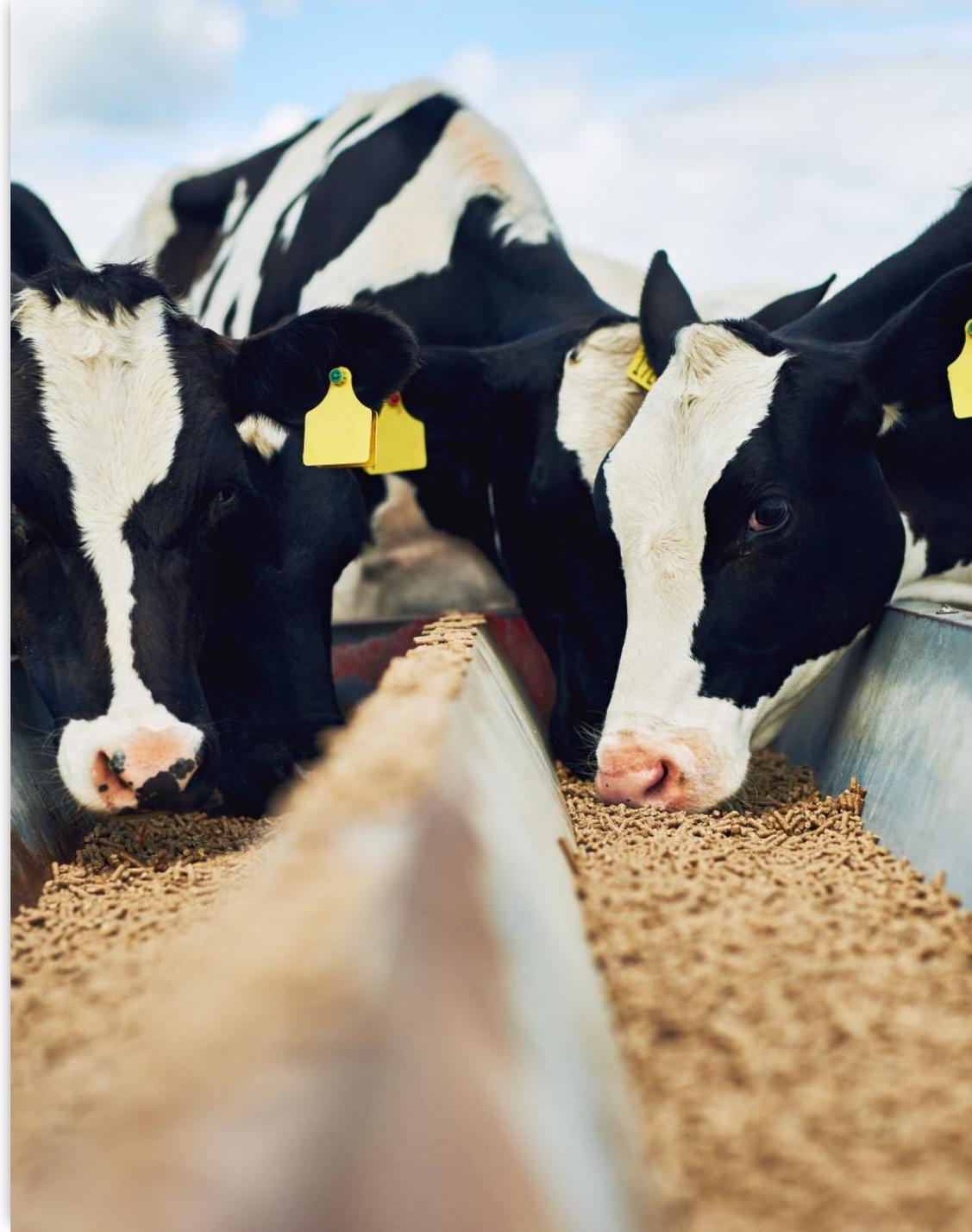


COMMUNICATE TO COLLABORATE

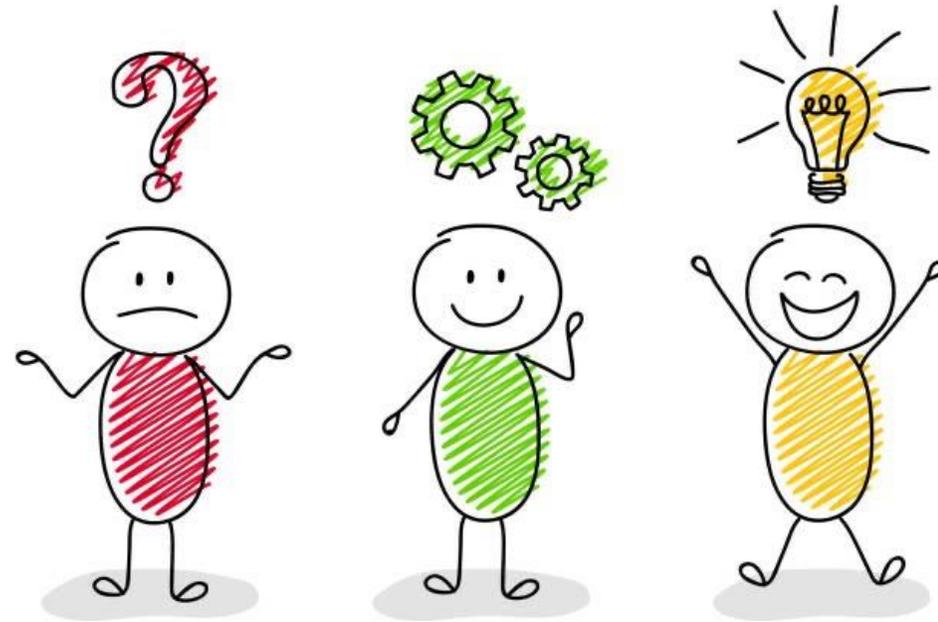
A strong, locally resilient food system starts with communication and collaboration.

When we work together with a shared vision, Colorado can set the standard for excellence in premium, locally produced meats and products.

Ranchers, farmers, processors, distributors, businesses and consumers can build a system that is sustainable, profitable and beneficial for our entire region to create lasting success!



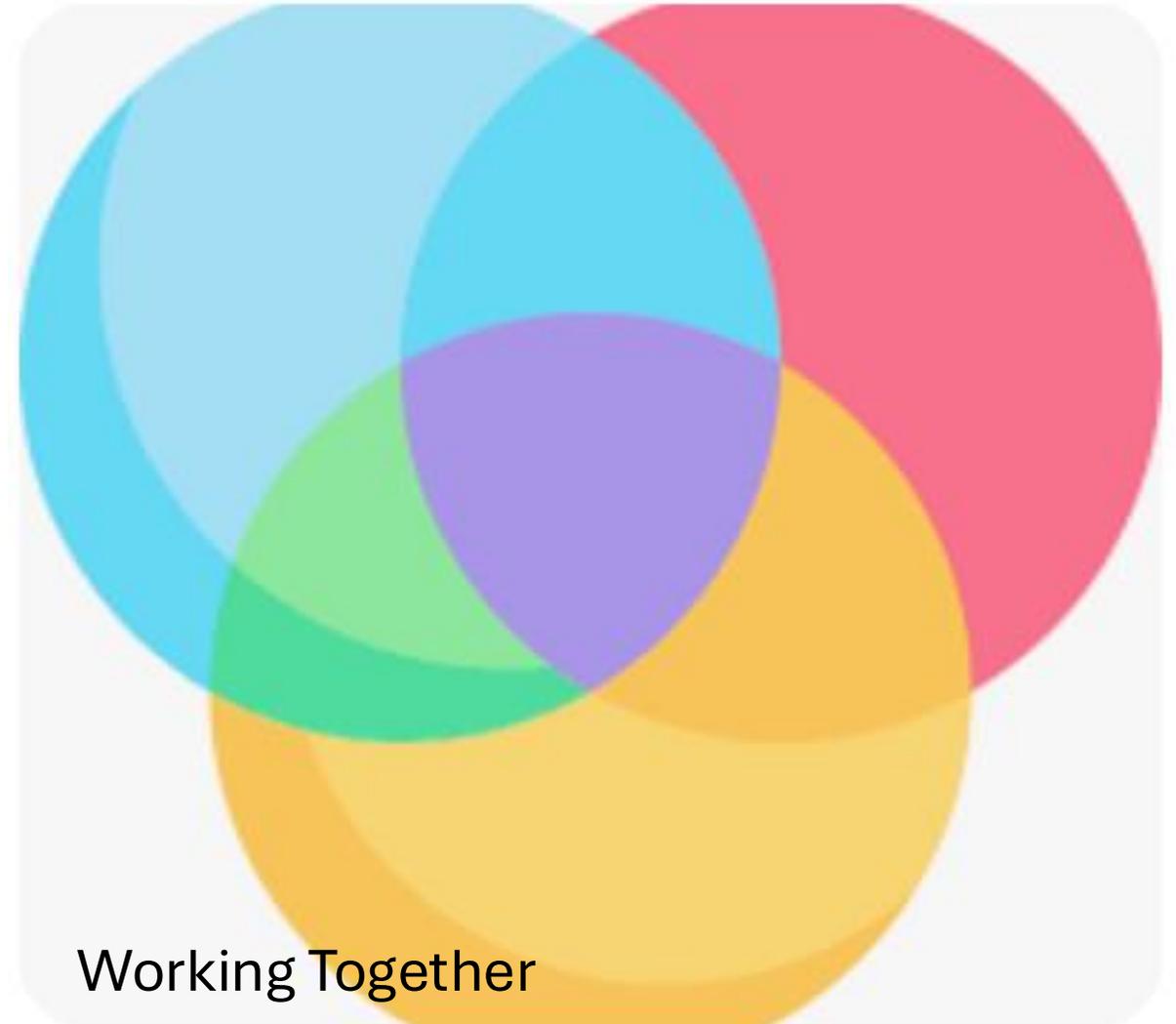
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When we work together and imagine what might or could work vs what can't or didn't or won't work –
We can create a shift in momentum- that is where game changing solutions are born

Geographic Considerations & Year-Round Supply

- The timing of livestock dependent on climate & geography
- Summers in the high country provide cooler temperatures for grazing
- Winters in Southern Colorado mild & easier on cattle
- Availability & location of grains
- **SOLUTION:** a collaborative network that adapts to regional strengths ensures a year-round local supply chain



Logistics for Resilience

Harvesting at the right time

- Ensuring available processing capacity so animals are harvested at the correct stage of readiness
- Proper scheduling and management of animals to be ready at specific times prevents supply bottlenecks and ensures meat quality

Cold Storage & Distribution

- USDA Compliant **climate-controlled storage** is essential – whether at a warehouse, ranch or in refrigerated transport.
- Temperature controlled delivery with USDA recorded logs guarantees food safety and product integrity

Efficient Inventory Management

- The orders must be picked, packed, shipped and delivered within a timely manner for freshness and reliability.

What do restaurants or grocery stores need to order “local” successfully?

For restaurants or grocers to commit to sourcing locally, four key factors must be met:

1. Availability – the product must be reliably in stock
2. Consistency – quality and specifications must be repeatable
3. Competitive – pricing/costs must allow for slim restaurant margins
4. Offering USDA graded beef





Making the Grade

- USDA AMS GRADING
- INCREASED VALUE & QUALITY ASSURANCE





Understanding the complexities of wet-aged vs dry-aged beef in restaurants:

- Restaurants typically purchase approximately 95% of their beef fresh = wet-aged product – why?
- Fresh products are easiest for our chefs to use – with unpredictable customer volumes – thawing a frozen steak or roast is not a great option for timely service/cooking.
- When we wet age our beef it ages in the package rather than as a whole hanging carcass or individual primal cuts in a specialized, humidity & temperature-controlled environment.
- Our wet aged beef has a 30–45-day shelf life as a fresh product.
- Restaurants also order dry-aged products – but are almost always looking for only the dry-aged primals – and not whole dry aged carcasses.
- Dry Aged carcasses predominately make up quarters, halves and wholes that we as ranchers sell to our customers. It is a very different product than what most restaurants can utilize.



Strengthening Our Local Economy: The Ripple Effect of Agriculture

We are in an exciting and pivotal moment for creating a truly resilient local food supply chain.

A resilient local food supply system doesn't just benefit ranchers and processors – it strengthens every part of our community.

Economic Momentum –

Commerce– increased demand for livestock feed equipment & supplies:
Tractors – Horses – Fencing
ETC ETC ETC

Clothing and Workwear
Retailers – demand for ranch gear and durable goods

Restaurants & Grocers – access to locally sourced meats that attract customers

Investment in Agricultural infrastructure
Hurdles to overcome

Transportation & Logistics Services – Increased movement of goods



Farms and Land in Farms 2024 Summary

February 14th 2025

“The number of farms in the United States for 2024 is estimated at 1,880,000, down 14,950 farms from 2023. The number of farms decreased in all sales classes except the \$1,000,000 or more sales class. In 2024, 48.1 percent of all farms had less than \$10,000 in sales and 78.9 percent of all farms had less than \$100,000 in sales. In 2024, 9.8 percent of all farms had sales of \$500,000 or more.

Total land in farms, at 876,460,000 acres, decreased 2,100,000 acres from 2023.

The biggest change for 2024 is that producers in Sales Class \$1,000,000 or more operated 1,490,000 more acres than in 2023. In 2024, 25.9 percent of all farmland was operated by farms with less than \$100,000 in sales, while 50.0 percent of all farmland was operated by farms with sales of \$500,000 or more.

The average farm size for 2024 is 466 acres, up from 464 acres the previous year.”

Statistically for every farm we lose – we also lose a business “in town.”

But for every farm we gain – we gain a business “in town.”

This highlights how important agriculture is in our community.

Food Production & Distribution

Our new capacity can process 40,000lbs a day (beef, pork, lamb)

- **Colorado's largest export is beef**
6th largest exporter of beef in the US

TEAM

37 Full Time

6 Part-Time

Hiring an additional 10-15 people in 2025 and ultimately 100-250 additional within the next 4-5 years.

Distribution for local ranchers to restaurants, hotels, schools, ski resorts, grocers, food banks and home delivery throughout Colorado, Wyoming, & Utah.



CDA
International Trade
Collaboration
&
34th Certified Angus
Beef Licensed
Processor
worldwide



Opportunities:

Careers at Fitch Ranch

- Butchers
- Customer Service
- Quality Control
- Food Safety Supervisor
- Warehouse Manager
- Mechanics
- Office Administration
- Culinary Team
- Refrigeration Tech
- CDL Truck Drivers
- Delivery Drivers
- IT and Computer Science
- Accounting & Bookkeeping
- Packaging Operator
- Retail
- Managers
- Sales

Education

- Develop vocational training & certificate programs
- Offer apprenticeships

Collaboration

- Strengthen connections between ranchers, processors, distributors, restaurants and consumers
- Improve efficiency, quality and market stability through better communication and coordination

Ancillary Businesses



ATTENTION ENTREPRENEURS!
Unlock the potential for ancillary
businesses by utilizing
Agricultural By-Products, Offal ETC
Respecting the Whole Animal Without Waste

LEATHER GOODS
COSMETICS & WELLNESS
NUTRITIONAL PRODUCTS
PET INDUSTRY
FERTILIZER
ETC ETC ETC





A Thriving Community Starts with Agriculture

By investing in our community with local collaboration:
We create a stronger more diverse economy – an economy where businesses of all types thrive, jobs are created, and our region becomes a model for resilient, local food systems.



Thank you to the EDC and City of Craig who have been exemplary in their guidance, assistance and enthusiasm for our expansion and mission.

We are extremely grateful for their support and the opportunity to work in tandem for the future success of our community.