



# SUMMIT COUNTY BEEF

***“Local Summit County Beef for Local Summit County Markets”***

Uinta Headwaters RC&D Council partnered with local governments, nonprofits, businesses, and citizens to facilitate the Summit County Beef Pilot Program. The pilot program is a local food initiative with a goal of providing a local supply of grass-fed beef to Summit County residents and restaurants.



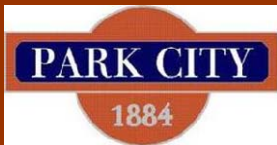
In the spring of 2010, approximately 1,300 pounds of beef were sold at a local grocer to assess consumer demand and better understand how the supply and demand chain. Surveys were conducted to determine product demand, price, and quality. Results showed that a pilot program was worth pursuing and that the number one reason consumers purchased the beef was because it was local.

The pilot program began in the fall of 2010 and is running through the spring of 2011. Almost 8,000 pounds of beef is being sold as a seasonal product direct to consumers through three outlets: (1) whole, half, and quarter portions online; (2) retail at a local grocer; and (3) through limited restaurants.

The program helps fulfill one of Uinta Headwaters RC&D’s Goals of helping communities build sustainable, local, and regional food systems. The pilot program will be assessed in late winter to determine it’s effectiveness in sustainably meeting the demand for local, grass-fed beef and for providing local ranchers enough incentive to sell cattle locally.



## Project Partners



## Uinta Headwaters RC&D Council

Serving Summit, Utah, and Wasatch Counties in the state of Utah

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February 2011

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