



The New Livestock Farmer

The Business of Raising and Selling Ethical Meat

Rebecca Thistlethwaite and Jim Dunlop

Foreword by Bill Niman and
Nicolette Hahn Niman

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“ **Can animal farming be returned to grass? As this book demonstrates, it’s not only possible, it’s vitally necessary. —Bill Niman and Nicolette Hahn Niman, from the Foreword** ”

With the rising consumer interest in grassfed, pasture-raised, and antibiotic-free meats, how can farmers most effectively tap into those markets and become more profitable?

The New Livestock Farmer is here to answer those questions for anyone interested in raising and selling ethically produced meats directly to consumers, restaurants, and butcher shops. A must read whether you are a backyard hobbyist or full-time rancher.

The regulations and logistics can be daunting enough to turn away most would-be livestock farmers, and finding and keeping customers often challenges the rest. Here to help navigate this terrain is farmer, consultant, and author Rebecca Thistlethwaite (*Farms with a Future*) and her husband and coauthor, Jim Dunlop. The couple has extensive experience raising and marketing a variety of pastured livestock in California and now on their farmstead in Oregon.

This book’s aim is to transform the meat supply chain by making it easier for producers to raise healthy animals and get them to market in a way that achieves four equally important objectives:

- Keeps producers in business and earns them a fair living;
- Treats animals humanely;
- Is gentle and even restorative on the earth; and,
- Provides nutritious food to a wider consumer audience.

The New Livestock Farmer provides pasture-based production essentials for a wide range of animals, from common farm animals (cattle, poultry, pigs, sheep, and goats) to more niche species (bison, rabbits, elk, and deer). Each species chapter discusses the unique requirements of that animal, then delves deeper into the steps it takes to process and get them to market. Profiles of more than fifteen meat producers highlight some of the creative ways these innovative farmers are raising animals and direct-marketing superior-quality meats.

Thistlethwaite and Dunlop have created a clear, thorough, and well-organized guide to a subject that is increasingly important as consumer demand for pasture-raised meat grows, and the need for a new, ethical meat supply chain



Rebecca Thistlethwaite and Jim Dunlop operate a small farm and a community farm stand in Oregon. Together they are creating a new, diversified farmstead on 5 acres, raising heritage livestock, building a smokehouse and curing room for further processing their own meats. Previously they owned TLC Ranch in Watsonville, California, where they raised organic, pastured livestock and poultry, selling to direct markets across Northern California. Rebecca also runs Sustain Consulting, which specializes in food and farm issues, working with both nongovernmental organizations and for-profit businesses. She is the author of *Farms with a Future* (Chelsea Green, 2012). Jim works as a horticultural research manager for a progressive fruit orchard in the Columbia River Gorge.

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