



# Grazing Days

*Quality Grass-Fed Beef Delivered to Your Home in Ottawa*

## Summary of 2010 Grazing / Delivery Season

### Statistics for 2010 Season

	2010
# of Cows	14
Acres Grazed	28
Pounds of Beef	4502
Price of Beef	\$7.50 / lb
# of Boxes Delivered	361
# of Households	118
# of Eaters	297
Delivery Season	7 months (Oct – April)
Revenue	38902.68
Expenses	39232.65
Profit (Loss)	(329.97)
Paul's Wages	1500

### Financial Summary of 2010

#### Revenue

##### Category

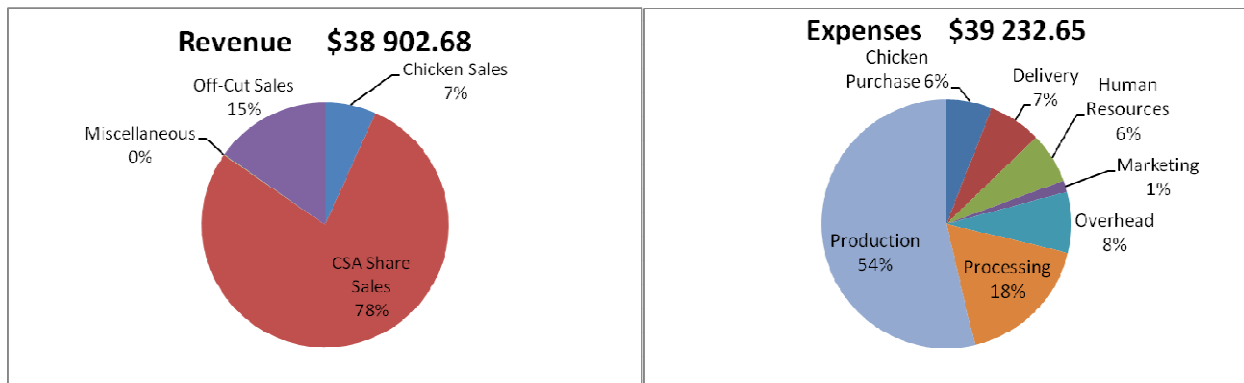
Chicken Sales	2604.3
CSA Share Sales	30330
Miscellaneous	27.38
Off-Cut Sales	5941
<b>Total</b>	<b>38902.68</b>

#### Expenses

##### Category

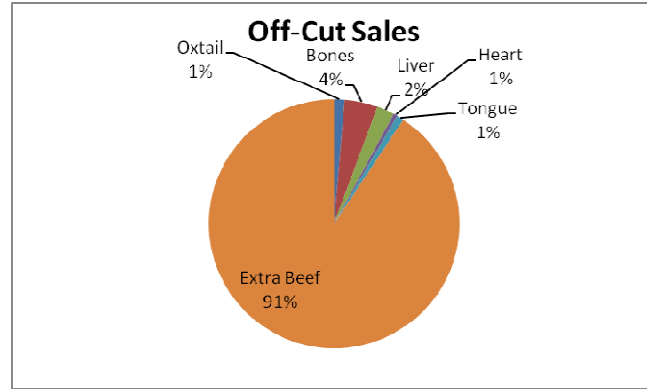
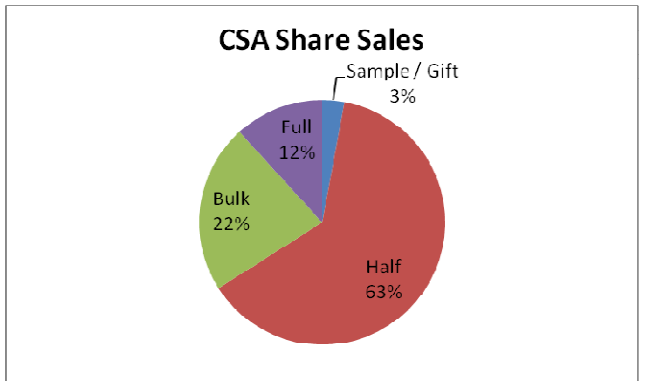
Chicken Purchase	2331
Delivery	2681.81
Human Resources	2580.68
Marketing	587.26
Overhead	3080.6
Processing	6914.51
Production	21056.79
<b>Total</b>	<b>39232.65</b>

# Financial Summary of 2010 Continued...



## Grazing Days 2010 Revenue

Category	Sub - Category	Sub-Category Total	Category Total	% of Total Revenue
<b>Chicken Sales</b>			2,604.3	7
<b>CSA Share Sales</b>			30,330	78
	Sample / Gift	885		
	Half	19,125		
	Bulk	6,750		
	Full	3,570		
<b>Miscellaneous</b>			27.38	0
	Interest Deposit	4.78		
	Reimbursement	22.6		
<b>Off-Cut Sales</b>			5,941	15
	Oxtail	80		
	Bones	255		
	Liver	135		
	Heart	30		
	Tongue	54		
	Extra Beef	5,387		
<b>Total</b>			<b>38,902.68</b>	



# Grazing Days 2010 Expenses

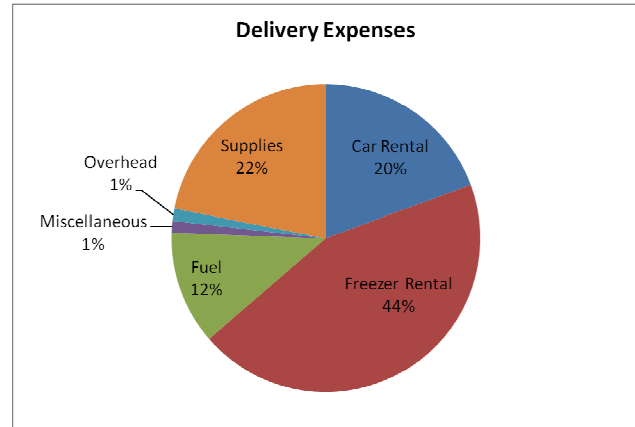
<i>Category</i>	<i>Sub-Category</i>	<i>Sub-Category Total</i>	<i>Category Total</i>	<i>% of Total Expenses</i>
<b>Chicken Purchase</b>			2 331	6

## Delivery

Car Rental	520.94
Freezer Rental	1 186.5
Fuel	319.18
Miscellaneous	33
Overhead	33.68
Supplies	588.51

2 681.81

7



## Human Resources

Labour Contract	500
Learning	196.75
Membership	231.79
Volunteer Appreciation	152.14
Wages	1 500

2 580.68

7

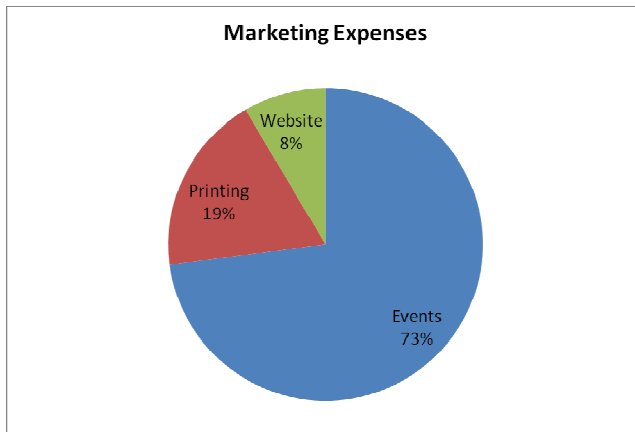


## Marketing

Events	428.2
Printing	109.06
Website	50

587.26

1



## Grazing Days 2010 Expenses Continued...

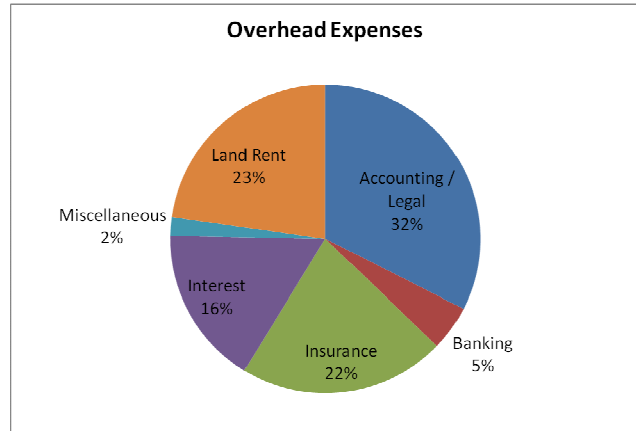
Category	Sub-Category	Sub-Category Total	Category Total	% of Total Expenses
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### Overhead

Accounting / Legal	1 000
Banking	145.1
Insurance	665.28
Interest	510.22
Miscellaneous	60
Land Rent	700

3 080.6

8

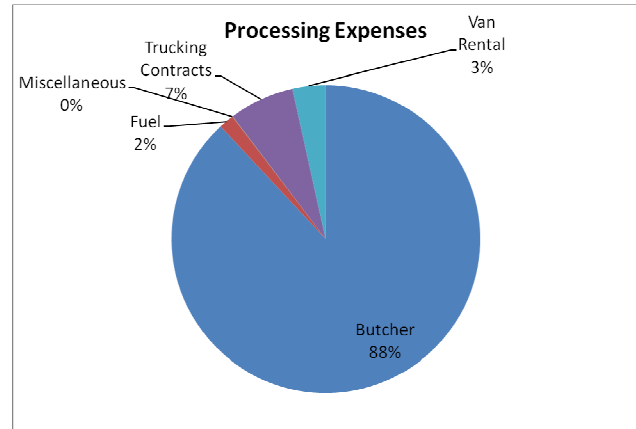


### Processing

Butcher	6 088.63
Fuel	110
Miscellaneous	2
Trucking Contracts	474.6
Van Rental	239.28

6 914.51

18

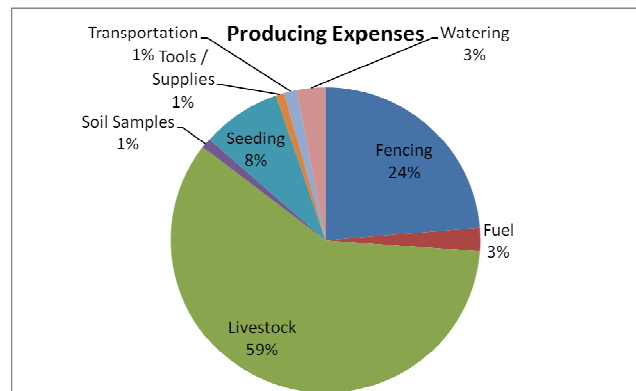


### Production

Fencing	4 990.12
Fuel	528.17
Livestock	12 456.08
Soil Samples	219.22
Seeding	1 760.95
Tools / Supplies	187.2
Transportation	281.75
Watering	633.3

21 056.79

54



**Total**

**39 232.65**

## Grazing Days Projections for 2011

	2010	2011
# of Cows	14	30
Acres Grazed	28	65
Pounds of Beef	4502	9200
Price of Beef	\$7.50 / lb	\$8.25 / lb
# of Boxes Delivered	361	808
# of Households	118	204
# of Eaters	297	513
Delivery Season	7 months (Oct – April)	9 months (Oct – June)
Revenue	38902.68	86500
Expenses	39232.65	85495.1
Profit (Loss)	(329.97)	1004.90
Paul's Wages	1500	12000

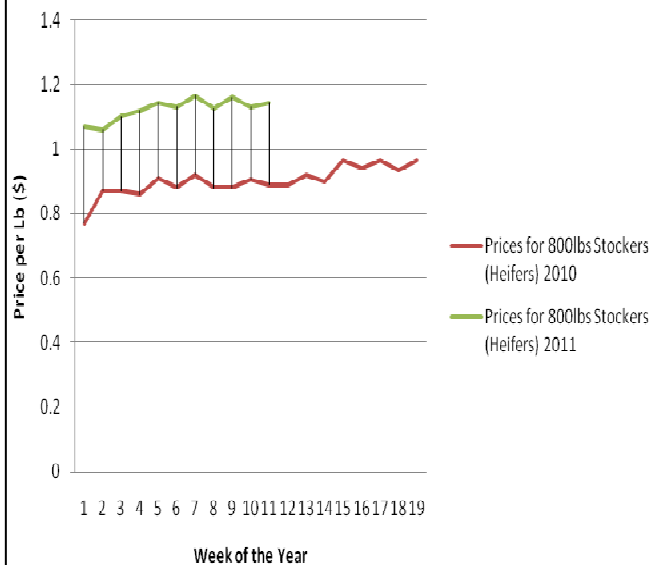
### Grazing Days Beef

#### Price Increase

You will notice that there is a \$0.75 per pound increase for the price of your beef this year. This is mainly due to two factors:

- 1) Beef prices have increased by 27% in Ontario over last year's prices. (as seen in the adjacent line graph – Data from Ontario Cattleman's Association). Grazing Days purchases 800lb beef in May – This makes up 31% of total expense.
- 2) According to StatsCan Consumer Price Index report for March 18<sup>th</sup> – Energy prices have gone up 10% in the past year, and gasoline prices have gone up by 15.6% in the same time period.

Prices for 800 lbs heifers in Ontario



### Revenue Projections

Category	Budgeted Sales	Actual Sales	Projected Sales 2011
Chicken Sales		2604.3	3000
CSA Share			
Sales	35805	30330	80500
Miscellaneous		27.38	0
Off-Cut Sales	1400	5941	3000
<b>Total</b>	<b>37205</b>	<b>38902.68</b>	<b>86500</b>

### Expense Projections

Category	2010 Budget	2010 Actual	2011 Projection
Chicken Purchase		2331	2400
Delivery	3972	2681.81	6805
HR	1568.03	2580.68	13600
Marketing	600	587.26	700
Overhead	3000	3080.6	4900
Processing	6900	6914.51	15442.5
Production	24258.15	21056.79	41647.6
<b>Total</b>	<b>40298.18</b>	<b>39232.65</b>	<b>85495.1</b>

## Grazing Days 2011 Share Prices

	Full Share	Bulk Share	Half Share
Total Cost	\$740	\$700	\$370
Quantity	80 lbs	80 lbs	40 lbs
Deliveries	10 lbs X 8	20 lbs X 4	10 lbs X 4
Delivered	Every Month	Every other Month	Every other Month
Delivery Content (roughly)	5-6 lbs ground beef 3 lbs roasts 2 lbs steaks	11 lbs ground beef 5 - 6 lbs roasts 4 lbs steaks	5-6 lbs ground beef 3 lbs roasts 2 lbs steaks

## Potential Directions for Grazing Days

There are a number of potential Directions that Grazing Days can head in to:

- a) Become more financially sustainable, and
- b) Meet its mission to produce food in a way that helps build a food system that supports our planet, our community, our health, and our economy.

**Option 1:** Maintain local grass-fed beef production as its main focus and converting more acres in the Ottawa area to pasture

**Option 1.1:** Grazing Days acquires or rents more land and grazes more livestock

**Option 1.2:** Grazing Days continues at its current scale, develops a grazing / grass-feeding protocol, contracts other farmers to start raising grass-fed beef according to the protocol and markets grass-fed beef into Ottawa on behalf of other beef producers

**Option 1.3:** Grazing Days acquires or rents land with buildings on it and starts raising its own beef yearlings

**Option 2:** Diversify into other food goods

**Option 2.1:** Grazing Days maintains its current scale of beef production, and diversifies into raising and growing other foods on the farm

**Option 2.2:** Grazing Days maintains its current scale of beef production and starts distributing goods from other local farms to Grazing Days customers.

**Option 3:** Venture into the Butchering side of the business

Currently, out of the 7 abattoirs that are located within an hour drive from the farm, 4 are owned and operated by people who are going to retire in the next 5 years. All of these abattoirs are currently running at close to their full capacity. Grazing Days could start to mobilize other farmers in the area to start looking at cooperatively owning one of these abattoirs and secure the future processing potential of the livestock.

**Option 4:** Value adding of unwanted Off-Cuts and selling that into the dog food market

Grazing Days currently has about 100 lbs of liver, and 200 lbs of bones remaining that could be processed, packaged and sold as local, organic, grass-fed dog-food.

Please contact Paul at [paul@grazingdays.com](mailto:paul@grazingdays.com) to let him know what you think! Thank-you so much to all Grazing Days CSA members, the volunteers and investors – Grazing Days would not exist without them!