

Kentucky Grazing Conference: Turning Grass into Ca\$H: Opportunities in Grassland Agriculture

## Grass Finished Beef: Melding Production and Marketing

Michael and Stacie Palmer

Palmer Farms Beef, Almo, KY

Palmer Farms Beef is a family farm near Murray KY, owned by Michael and Stacie Palmer. We produce, and retail around 40 beef per year. We homeschool our two teenage sons Will, 15, and Teshome 14, who help with the day to day cattle management. We have one daughter Jessie who is 18, and has decided to stay on the farm and expand the business through social media, and a new line of products. Along with our beef, we partner with other small farms to offer our customers pastured pork, and chicken as well. We take great pride in providing healthy, delicious meat to people in our community, state, and across the country. From genetics, to marketing, we are constantly thinking outside the box, to make our business unique, and profitable. We have come a long way since retailing 6 open heifers in 2011, but our goal is still the same, and that is to provide our customers a great product, and to make them feel appreciated.



Figure 1. Teshome, Jessie, and Will Palmer.

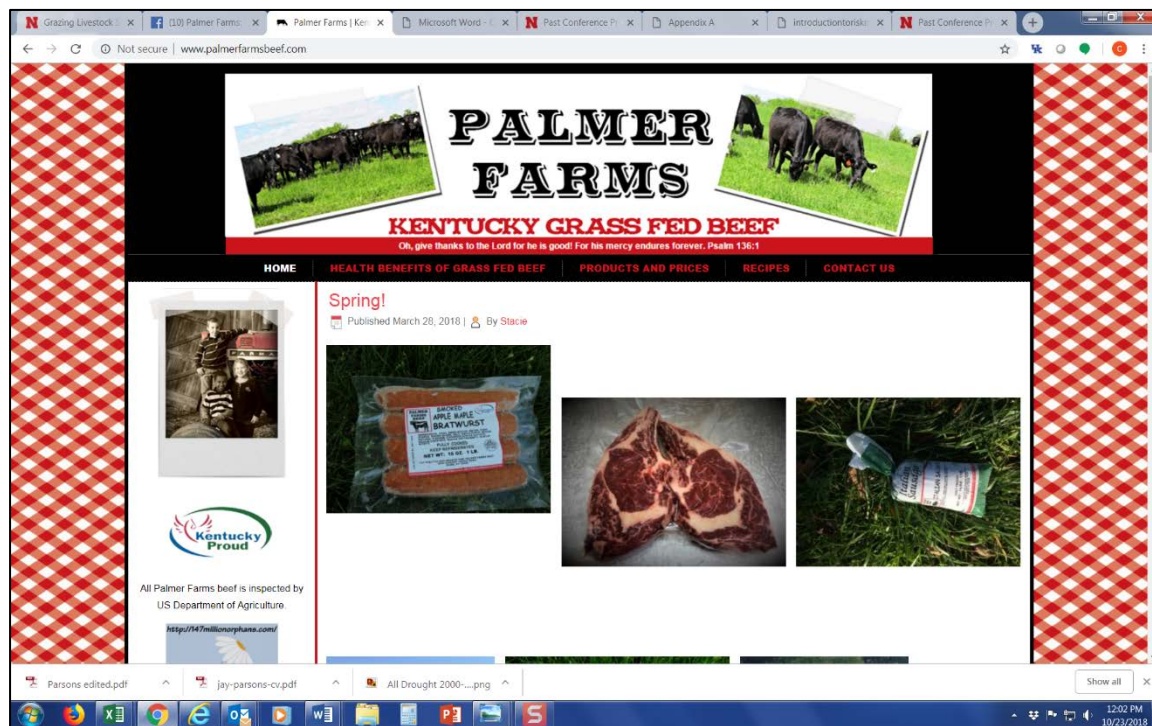


Figure 2. Palmer Farms webpage plays a major role in our direct to consumer marketing.



Figure 3. Transforming high quality forage (annual ryegrass) to high quality grass-finished beef.



Figure 4. Hosting UK Forages working group in May 2017.