



Every package of organ meat has the name of the farm where the animal was raised.

Organ Meats Make Great Dog Treats

When the owners of a pet store for dogs saw the healthy, happy hounds at White Oak Pastures, they decided to call their new line of dog treats Farm Hounds. After

all, Will Harris of White Oak (Vol. 37, No. 1) had suggested they start selling dehydrated organs and other body parts from animals raised and processed at the farm.

"White Oak was doing things on a regenerative level that was eye-opening for us," says Stephen Calsbeek, Farm Hounds. "They were unique with processing on site, but ever since, when we consider adding a new source, we look at where they fall on the regenerative scale and how the animals are raised."

Ten years later, they offer beef and hog ears, chicken feet and hog tails, hog snouts and more as chews. Other products include strips made from a ground mix of muscle meat, organs, blood, fat and bone, as well as organs themselves, hide rolls and even sprinkles to be added as a seasoning to dog food.

Calsbeek and his co-owners had already transitioned from dog daycare and boarding to owning and operating Whole Dog Markets. They added the all-natural organ meat treats and chews to their retail products. Initially, they dehydrated them in a home kitchen and packaged them in the stores. That was 2015.

Retail sales have expanded from the original handful of Whole Dog Markets to more than 800 around the country.

"Our customer base is all over the place," says Calsbeek. "A lot of people purchase our products for the transparent sourcing. Every package of organ meat has the name of the farm where the animal was raised."

He notes that dog owners are increasingly concerned about the quality of their pet's food and treats.

"They look at ingredients and what goes into the food," says Calsbeek. "Beef liver is our number one best seller. Everyone knows the liver filters out toxins. Pasture-raised animals haven't had to deal with the toxin-producing stress that feedlot animals do. That makes us unique as an organ provider."

"Every farm we've added comes to us word of mouth," says Calsbeek.

One of the biggest challenges when working with farms of different sizes is managing supply.

"A poultry producer may capture organs slaughtered for a couple of months, keeping them frozen until they have enough to fill a pallet," says Calsbeek. "If something is out of stock, like chicken feet and chicken heads are right now, we don't pressure our suppliers or find commercial alternatives. We simply let our customers know. We're carving our own way. If you want a super clean source for your pet treats and food, we're your brand."

Contact: FARM SHOW Followup, Farm Hounds, 1600 Wilson Way, Suite 4, Smyrna, Ga. 30082 (support@farmhounds.com; www.farmhounds.com).

She Makes Money With Meat Goats

Leslie Svacina educates meat goat producers through her blogs, videos and online courses. When she started raising goats to sell for their meat, there were very few resources available for marketing goat meat.

"I'd been in marketing with a large agricultural company before raising goats," says Svacina. "A friend suggested I look into growing them, given the changing demographics and rising demand for goat meat."

What Svacina found was a definite opportunity, but goat meat was challenging to find in stores. Unlike cattle, hogs and lambs, there was little information available on direct marketing goats.

"Learning to sell my goat meat has been a journey," she says. "I looked for extension information from states that had a lot of goats and learned from mentors like the family I bought my first goats from."

Gradually, she developed her own direct marketing program, which included online sales. She also began practicing intensive grazing. Here, too, she found little information as goats are primarily raised to eat browse.

"On both the marketing and grazing sides, I looked at what was going on with best management practices with other ruminants, especially sheep," says Svacina. "I adapted their grazing approaches to goats. On the marketing side, I looked at trends in the food industry, communicating with customers and understanding consumer behavior."

Svacina was determined to share what she learned through research and her own experience. Initially, she started a blog to communicate with her customers.

"Over time, questions started coming in from other goat farmers about production and marketing," says Svacina. "In 2020, I started a second blog targeted at educating existing goat farmers and those interested in getting into the business."

As she added social media activities, she began receiving invitations to speak at regional conferences. People were contacting her from around the country.

At the same time, her marketing program was evolving quickly. She built a customer base that included direct-to-consumers, as well as restaurants, butcher shops and grocery stores. Today, she direct markets 95% of her

production, focusing on customers within 45 min. of her location. She's also built her online sales.

"I have customers throughout the lower 48 states, especially the greater Midwest, as well as the East and West Coasts," she says.

What hasn't changed is her communications with customers and other farmers. They include two different websites. The Cylon Rolling Acres site is for her customers. Her Learn About Goat Meat page on that site is an in-depth introduction to the subject. She covers both prime cuts and organ meats, even bones, and offers a free Goat Meat Cooking Guide.

The Grazing With Leslie site provides resources for both current and prospective goat farmers. It's home to a blog and a wide array of introductory free resources. It also hosts links to e-pamphlets and workshops, including her Goat Meat Marketing Academy, which is offered in February. She offers an on-demand workshop, Raising Goats with Rotational Grazing, for \$47. Her Canva Template Bundle is a package that includes templates for social media graphics, as well as a cooking guide and a nutrition guide.



"On both the marketing and grazing sides, I looked at what was going on with best management practices with other ruminants, especially sheep," says Svacina.

Contact: FARM SHOW Followup, Leslie Svacina, Ceylon Rolling Acres, Deer Park, Wis. 54007 (hello@cylonrollingacres.com; www.cylonrollingacres.com; www.grazingwithleslie.com).



"I did my first video as part of an agreement when building 20 Mule Team Borax wagons," says Engel. "It was required in the agreement to validate the building process."

Craftsman Shares His Knowledge

Dave Engel has been building and restoring old wagons, coaches and other horse-drawn vehicles for the past 45 years. Over the past 10 years, he's shared his knowledge through more than 530 videos. They cover everything from blacksmithing to steam-bending wood to surrey upholstery

and a seemingly endless variety of vehicles. His goal is simply to pass on what he's learned about wheelwright and wainwright crafts.

"I did my first video as part of an agreement when building 20 Mule Team Borax wagons," says Engel. "It was required in the

agreement to validate the building process."

After posting his video to YouTube, Engel reviewed similar videos related to building, repairing and restoring horse-drawn equipment. He found individual videos, but nothing dedicated to the trade in a businesslike manner. He turned his camera back on and hasn't stopped since. His dedication to creating and expanding his self-described library has only grown over time.

"I've had a number of friends in the trade, who I looked up to and held in high regard, who've died recently," says Engel. "When they did, everything they knew is now gone."

What Engel knows, what he's done and how he did it will live on. It's in part a response to a pet peeve of his with many others in the trade.

"It's sad to say that the community of builders of horse-drawn vehicles isn't very open," he says. "Many tend to be very tight-fisted with what they know and hold it close."

Engel is also motivated by the fact that there are limited resources available to those wanting to enter the trade.

"I've seen plans from the Smithsonian and others, but there was no way I could've built the vehicles with their intricacies without knowing what I do," he says. "My goal with the videos is to share the entire process, the

mechanics of how each step works and why."

The process has paid off for many viewers, according to Engel.

"I get emails from people who describe wanting to build their own wheels or are researching a buggy or wagon," he says. "They tell me that after watching my video, they know how to do it."

Semi-retired, he no longer builds new vehicles; however, he continues to restore some that interest him, such as two Yellowstone National Park passenger coaches. He also entertains a growing number of visitors each year wanting to meet the man behind the videos.

Engel has a new place to entertain his visitors. He recently opened a store in the town where he's had his shop for over 40 years.

"We'll have local and Montana-made crafts and an ice cream store. It'll be decorated as I wish with old tools and other horse-drawn vehicle memorabilia," says Engel.

Contact: FARM SHOW Followup, Engel's Coach Shop, 105 S. Main St., P.O. Box 247, Joliet, Mont. 59041 (ph 406-962-3573; dave@engelscoachshop.com; www.engelscoachshop.com).