



sustainE

Direct Connections

Selling beef directly to consumers brought added profitability to these three operators.

“Diversify” and “adapt” are what experts advise producers to do in this climate of high inputs and a topsy-turvy cattle cycle. But how does one go about adapting to change and achieving diversification? For three Great Plains beef producers, their answer came in selling beef direct to consumers — ultimately creating above-average returns for their cattle operations.

Ty Malek, Highwood, MT; Kevin Fulton, Litchfield, NE; and Karl Dallefeld, Worthington, IA; each sell direct to the consumer. While each of their products falls within unique niches, they share a common goal — to adapt to the changing trend in consumer preferences for high-quality, locally grown, safe beef, while also adding value and sustainability to their cattle operations.

Here, they share their thoughts for others considering a direct beef start-up.

Selling beef direct can be done with less travel, but all three men agree you must make your product available. Fulton invites people interested in purchasing beef to visit his Nebraska farm and learn about the cattle; Dallefeld actively sought out grocery store and food-service entities in need of locally grown beef and continues to look for other sales paths.

[Read the rest here.](#)

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Newsletter Spotlight

- Direct Connections with NSAS Member Kevin Fulton
- Upcoming Events; Buy Fresh Buy Local Nebraska Month, Straw-Bale Building Tour, Pepe’s Mexican Bistro, and more!
- Farmer’s Markets
- A Place To Grow.
- Local is Farmers Growing



October is Buy Fresh Buy Local Nebraska Month!! Visit www.buylocalnebraska.org for complete details!

Dates for Markets

Lincoln

- Haymarket, Saturdays
- Community CROPS, Thursdays
- Jazz in June Market, Tuesdays
- Old Cheney, Sundays
- Havelock, Wednesdays

Throughout Nebraska

- Nebraska City - Fridays
- Nemaha County - Saturdays
- Columbus Farmers Market - Thursdays
- Blair Farmers Market - Saturdays
- Sidney Market, July thru August
- Seward, Saturdays
- Broken Bow, Thursdays
- Hartington, Fridays
- St. Paul, Tuesdays
- Wayne, Thursdays
- Pawnee City, Wednesdays
- Lexington, Saturdays
- Fairmont, Tuesdays

Omaha

- Omaha Farmers Market - Saturdays
- Bancroft Street– Saturdays
- Benson– Saturdays
- Village Point, Saturdays

A Place to Grow

My life has been in visions that my eyes may never see.

The first vision:

The people who around me, as tender as I was, sheltered To respond in truth to the calling of the land Went forth with commitment, desire and fear of that which lay at hand "The place" it was new but somehow old, as the stars Old light that shines on the urban child's eyes

The next vision:

The young beans sprout and the water is given Summer sun becomes bright to make long the day After cutting and raking, the fragrance, we know signs the curing of hay This crop is good with the care of due process but to make next years' field, that is the vision

The next vision:

Our pain, love, comfort, exhaustion, peace, friendship, understanding, sorrow, celebration To measure the land, in acres or bushels, demeans this oasis, that which is given Not only this place, but also all people as they are sustained The metric I choose is the depth of the people, one communal refrain "Joy to the World" as we grow together

The unfinished vision:

As far ahead was the foresight for all these great visions The state of affairs pleads out to this place "Help me now" Life's corners and back alleys need the light nurtured here Put forth the great banner grown in this heartland near Life is people who care for the land Grow to sustain not exploit, nurture not horde, share not demand

Andrew Hansen

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Upcoming Events/Opportunities/Announcements

- **October 19th. Pepe’s Mexican Bistro at 6:00pm.** In Lincoln will have a Locally Grown Dinner and Movie night, 6220 Havelock Avenue
- **Straw-Bale Building Tour in West Central Nebraska. Saturday, October 10th.** Contact, To register for the tour by van or drive along, call Joyce at 402.483.5135 (please leave message) or email <jc10508@windstream.net>. [Details](#)
- **October is BUY FRESH BUY LOCAL NEBRASKA Month!!** Celebrating our re-connecting with our food. It is a win-win for local consumers and the small family farms.
 - Oct 10 Tomato Tomato Harvest Festival 10:00 a.m. – 4:00 p.m. in Omaha
 - Oct. 13 University of Nebraska-Lincoln Good Fresh Local (housing.unl.edu/dining/gfl.shtml) Lunch Celebrating Buy Fresh Buy Local Month
 - Oct. 15 University of Nebraska-Lincoln Good Fresh Local (housing.unl.edu/dining/gfl.shtml) Buy Fresh Buy Local Harvest Dinner
 - Oct.16 Open Harvest Grand Opening in Lincoln



Thought to Ponder; John Ikerd, 1999 “A Small Farm Revolution.”

“The only farms with a future will be farms that are sustainable- that are economically viable, ecologically sound, and socially responsible. The inevitability of the industrialization of agriculture is a lie. Sustainable small farms are better alternatives than getting bigger, giving in, or getting out. The American public must be told the truth. It’s time for a small farm revolution in America. The time for quietness has passed”

