



2024 Annual Impact Report

A Year to "Beef Up"

MARCH 2025

While the year brought many unique challenges, The Good Meat Project remained focused on opportunities, assisting many vulnerable producers, butchers and businesses across the meat value chain.



A MESSAGE FROM OUR ED



"Meaningful work gives life purpose and connects you to something bigger than yourself."

That is a quote from Germany Kent, and it rings true for me. Some days, I come to this meaningful work with purpose, filled with joy and often, confidence. Other days I am met with frustrations and unexpected surprises, but either way, I know that my dynamic and talented staff and I show up as a team, resilient, and ready to support each other, our colleagues and our stakeholders through it all. Last year, GMP experienced continued transformations, internally as well as externally, with the unwavering goal of creating ease, providing continued access to GMP's educational resources and technical assistance tools in our organizational and programmatic work, and connecting and building our community, together.

Across Oregon, Washington, California, Montana, North Carolina, and New Mexico we directly impacted the lives of people across the meat value chain, from the field to the classroom.

Through our reach we indirectly impacted the lives and businesses of farmers and ranchers, butchers, chefs and eaters who engage with us online and through our partners.

We know that the work we do is bigger than any of us individually, and we couldn't do any of it without YOU. To our generous supporters and our many collaborative partners and colleagues - we've covered a lot of ground together and we've stayed true to our core values every step of the way.

In our 2024 impact report, we are excited to share our accomplishments, our reflections and vision for the coming year with you. Thank you for your support.



Michele
GOOD MEAT PROJECT, EXECUTIVE DIRECTOR



KEY ACCOMPLISHMENTS

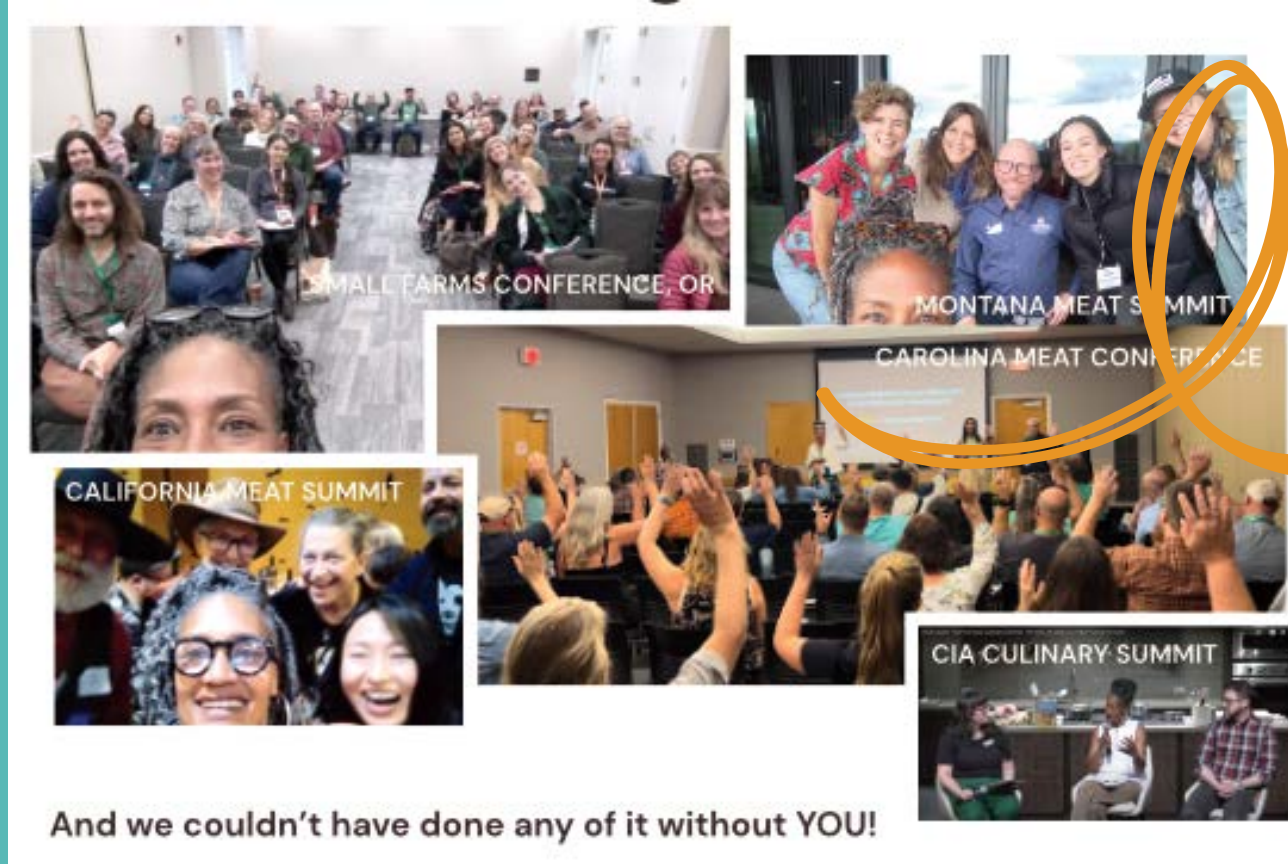


Expanded our Organization Awareness by 68%

Last year we directly and indirectly engaged with more than 3,400+ stakeholders at industry conferences, with students in university level classes, and at in-person events through our educational workshops.

Conferences Attended:

- Small Farms Conference, OR
- California Meat Summit, CA
- Montana Meat Summit, MT
- Culinary Institute of America Plant Forward Summit, CA
- Carolina Meat Conference, NC
- Regenerate, CO



And we couldn't have done any of it without YOU!



IMPACT: "We have been in a mentorship program with Olivia Tincani over the past year and she has referred us to the Good Meat Project for numerous resources. We are blown away by the content you all provide and have found it incredibly helpful in getting our own business off the ground. So...a quick thank you for all the work you and the team do!"

- Native American Tribal Community Member

KEY ACCOMPLISHMENTS



FARMIN, BACON and Good Meat Breakdown® Programs saw an increase of 54%

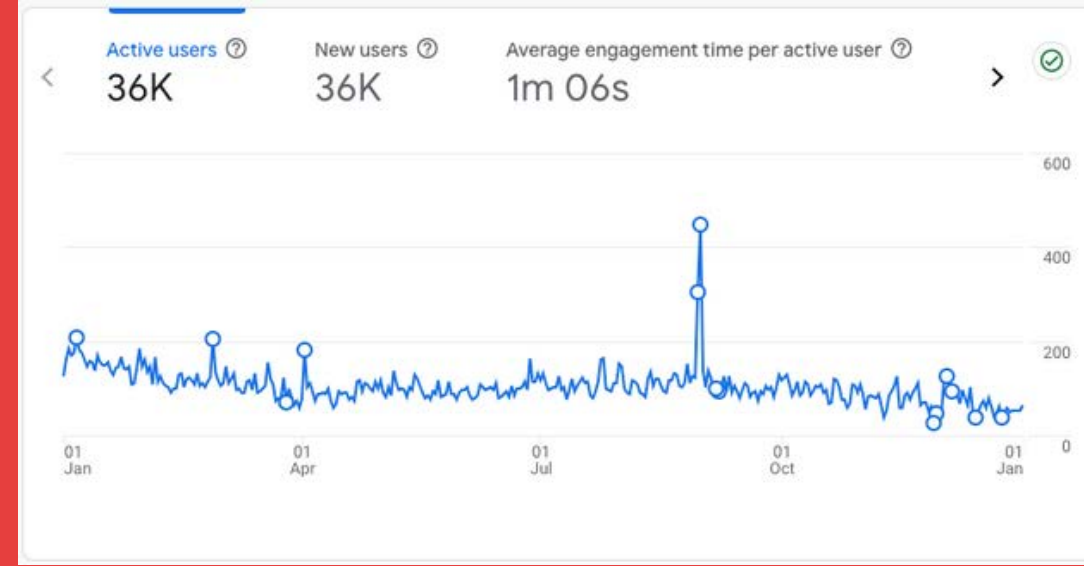
A total of 533 participants attended our virtual events including our peer-to-peer education series (Lowdowns), our trade promotions (Real Burger of Earth Day™ and Local Meat, Local Flavor), marketing workshops (Marketing Fundamentals Course for Producers, both in-person and virtual) and also participated in our one-on-one consultations through our collaborative partnerships with Quivira, WSDA, NMPAN and Friends of Family Farmers.



IMPACT: "My GMP consultant was so incredibly helpful about helping me figure out how to optimize my website and where I should really focus my attention in my time. I learned more in that 45 minute session than I could've possibly researched myself. She was absolutely fantastic to work with. Thank you so much for this opportunity. I really really appreciate it. We got a lot of things nailed down."
- Office hours participant



KEY ACCOMPLISHMENTS

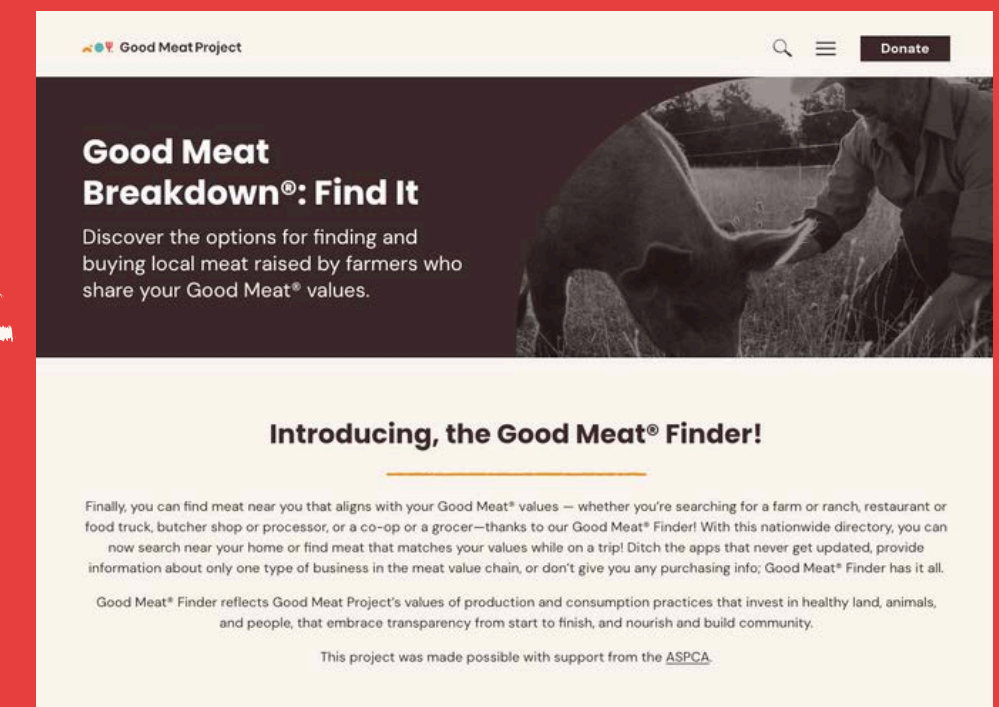


Our website traffic increased 111% compared to the year prior!

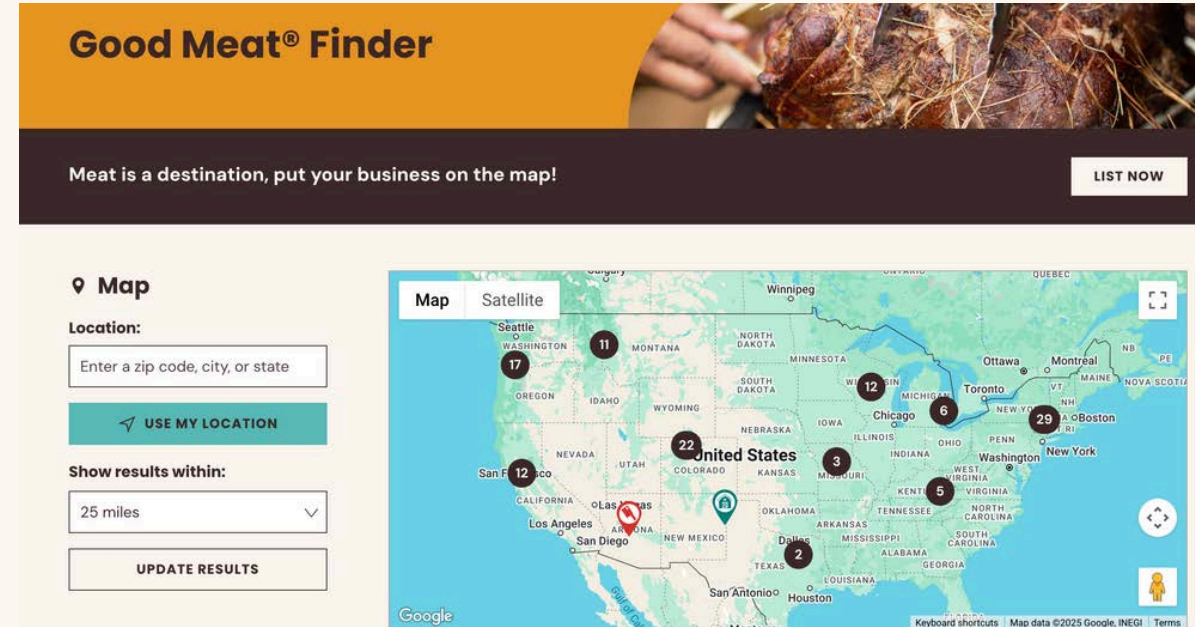
In 2024, there were 36K new visitors and 36K active users, primarily attributed to the launch of our new website at the close of 2023. The pages that garnered the highest traffic were the Find It/Good Meat Finder pages (combined 24K views) and the Good Meat Breakdown page (12K views). This data is noteworthy as both pages cater directly to consumers, highlighting a distinct demand for resources that align with their values regarding meat sourcing, as well as a desire for information on proper storage and cooking techniques for the meat they buy.



Our most visited page!



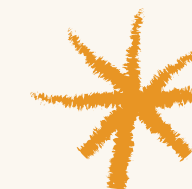
KEY ACCOMPLISHMENTS



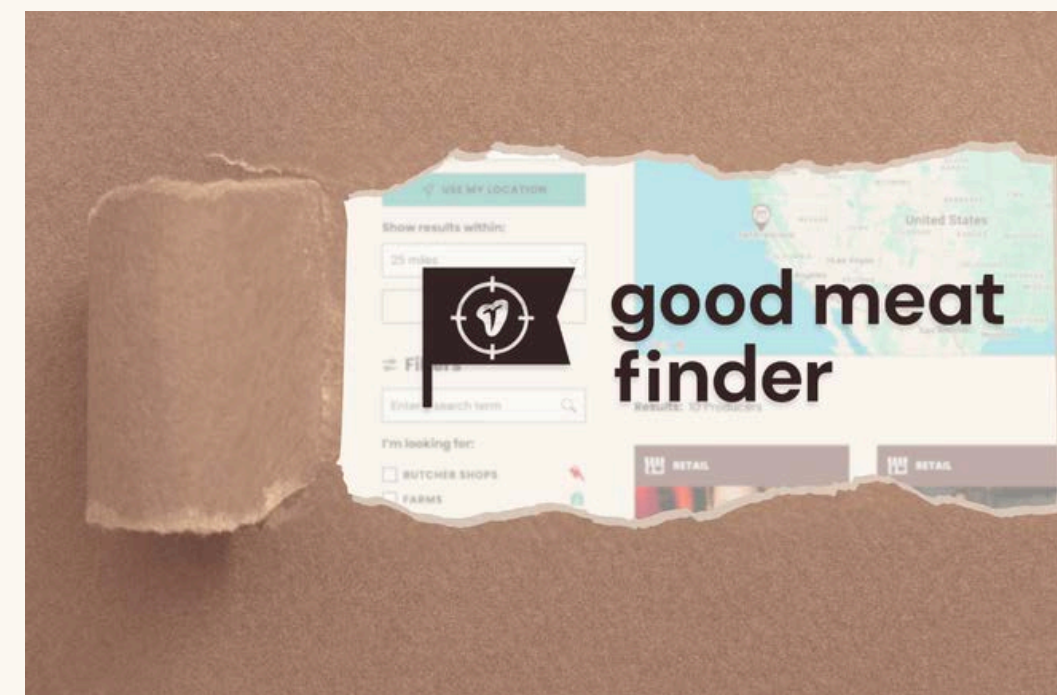
Launched a Searchable Online National Database

With the help of a small grant from the ASPCA, we built and launched an online searchable database of farmers, ranchers, butchers, retailers, and chefs/restaurants called the Good Meat® Finder so that eaters can easily find and purchase local meat products. This resource is a one-of-a-kind resource because our finder includes a diverse range of practices, across the entire meat supply chain, that fall under our Good Meat® values.

Funded in part by the generous support of the **ASPCA**



<https://goodmeatproject.org/good-meat-finder>



KEY ACCOMPLISHMENTS



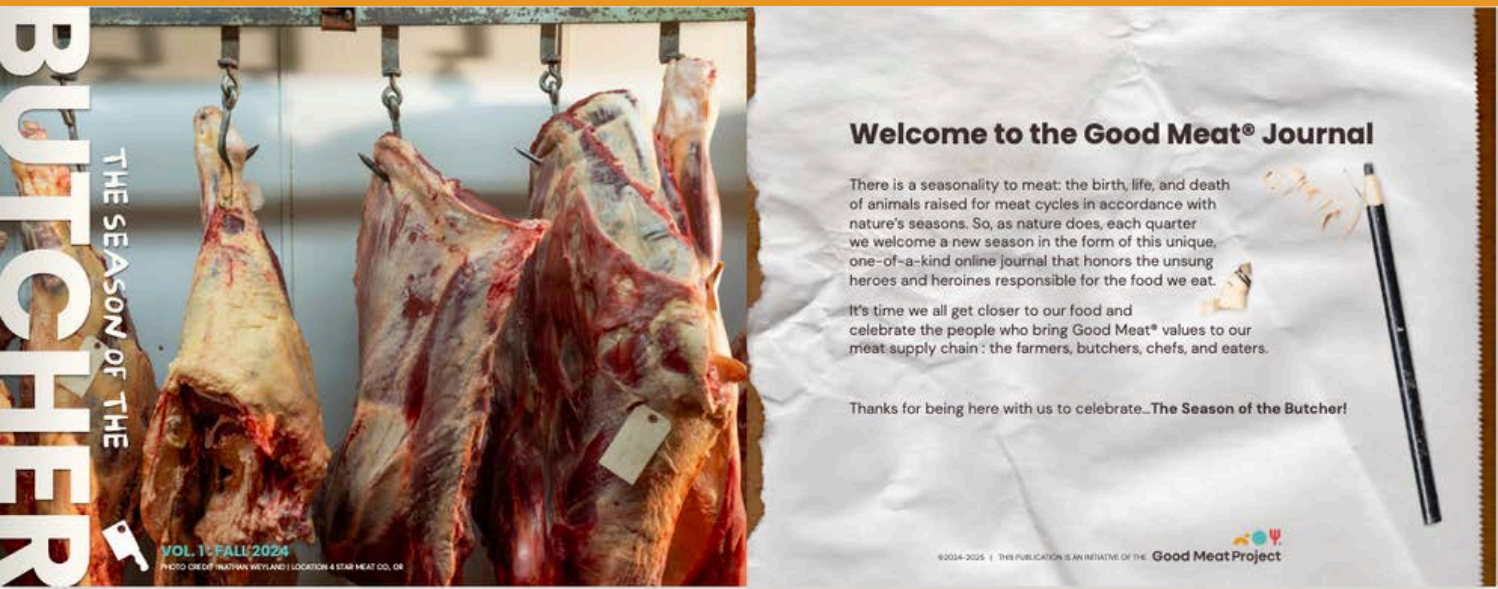
Launched our Good Meat® Seasonal Journals

In the final quarter of 2024, we released our first seasonal journal called The Season of The Butcher. Our Good Meat® journals are a series of editorial musings and a collection of resources we share with our subscribers, and the journals honor the incredibly talented artisans who are responsible for the meat we eat. In the words of one of our farmer/rancher stakeholders,



"It's incredible! The layout is just really, really excellent -- and great content too. Super high-quality and impressive"

- Matt, Founder of North Bridger Bison, MT



KEY ACCOMPLISHMENTS

640K



Press & Media Success

Shortly after the launch of our Good Meat® Finder, we deployed a public relations campaign to promote the finder directory in trade publications, encouraging businesses to “get on the map”. As a result, we received over 640,000 impressions valued at almost \$62,000 in advertising dollars. In an interview with Ag Funder News, they shared with their readers the value of resources that we offer.

AFN

Inside the Good Meat Project's mission to change meat consumption

December 16, 2024 | Jennifer Marston

AGTECH

MEAT+POULTRY



THE NATIONAL
PROVISIONER



KEY ACCOMPLISHMENTS



We developed our 10-Year Strategic Vision and revised our Mission Statement

We acknowledged the necessity of a fundamental strategic plan to steer the future of our endeavors. Consequently, with the assistance of consultants, our entire Board and Staff dedicated a full two days to formulating our Strategic Vision, which will serve as a guiding framework for our activities over the next decade. This strategic "roadmap" is essential for the future of our organization and enhances our team's collaboration and resilience in the years ahead. The process fostered alignment among board members and staff, ensuring that the entire organization is unified in its direction and ensured that our mission, vision, and objectives remain pertinent to contemporary circumstances and adapt to the evolving needs of our stakeholders.



DIRECT IMPACTS



In Person Event Testimonial

In December of 2024, in partnership with one of our collaborating organizations, Friends of Family Farmers in OR, we facilitated an in-person marketing education session to their producers. From that engagement, **Nina shared a testimonial:**



"Somebody who purchases from me needs to understand my brand, needs to have trust and confidence in me as a producer of high quality meat, an understanding of high quality meat, and that is what you [the producer] are trying to put together with your marketing plan. If all you are using is the other free information about marketing that is available out there on the internet, you are going to have a higher barrier of entry. You're working harder to gain the same information, it's taking you longer, and it's not customized to what you're doing as a meat producer.

Having specific, high-quality, marketing information that's tailored to me, means that I have to take less time to learn how to do it, and learn how to do it well BECAUSE ...I'm getting better at production. I have more meat available for sale and if it just builds up in the freezer, I'm in trouble. So I'm just really appreciative of having good quality marketing information for free so that I can actually sell my birds."

- Nina, Co-Owner and Pastured Poultry Producer at Bee Easy Farm, OR

PROGRAMMATIC IMPACTS



Empowering Eaters with the Good Meat® Breakdown: We've helped folks define their own Good Meat® values, providing practical tools to find and buy meat that aligns with those values, and cook it so it truly shines. (Think: Define it. Find it. Cook it.)



**good meat
finder**

Connecting You Directly with Good Meat® Producers: Through our Good Meat® Finder, we're building bridges, allowing consumers to source directly from farmers, ranchers, butchers, and chefs who share our commitment to transparency and sustainable practices.



the lowdown

Strengthening Our Farmer & Rancher Community: Our Lowdown virtual gatherings and F.A.R.M.I.N. marketing toolkits are equipping our producers with the knowledge and resources they need to thrive, fostering a collaborative space for shared learning and growth.



**good meat
snapshots**

"What you guys do is important in highlighting people who work in this industry and also talking about the importance of what meat is, what it looks like, and how it gets produced. And I don't think those are conversations that happen enough, especially in our urban community. So I think it's important to get this stuff out there so that people have access to this information. So thank you."

– Norm Nesby, Jr. Professor & Butcher Apprenticeship Program Lead at San Francisco State



DIRECT IMPACTS



Other 2024 Program Participant Testimonials



"The Real Burger Of The Earth Day is the best because it promotes three things that are important to me; supporting local business, caring about the planet, and really really good food! Thank you May Hill Farm for teaching me about The Real Burger Of The Earth Day, and I'm going to tell my friends and family all about it over juicy grass-fed burgers!"

-RBED consumer sweepstakes entrant



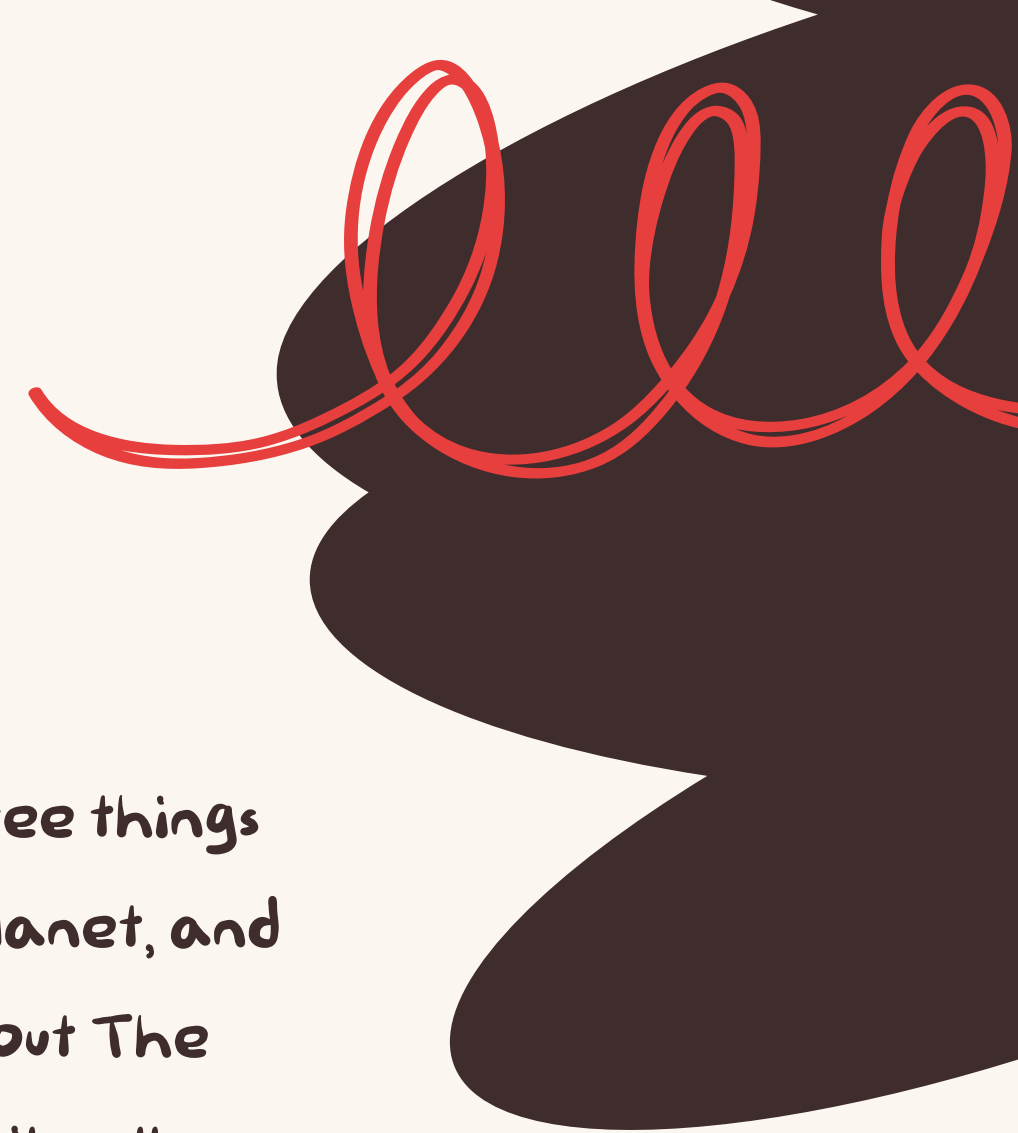
"Our session was excellent and Craig was full of information and ideas for us."

-Office Hours One-on-One Consulting Recipient/Farmer



"The best part of the promotion was all the informational material available to help explain to potential customers the positives of buying good bulk local meat."

-LMLF Trade Promotion Participant



LOOKING AHEAD TO 2025 & BEYOND

We have big goals and we're excited to continue building on this momentum in 2025, with a focus on

- Developing resources tailored to poultry producers.
- Strengthening our engagement with donors.
- Exploring emerging technologies to enhance our work.
- Diversifying our revenue streams to ensure long-term sustainability.
- Presenting at the 2025 Regenerate Conference in Santa Fe, NM.
- Releasing quarterly Good Meat Journals and Newsletters.



MAKE AN IMPACTFUL DONATION TODAY





A special thank you to all who served on our Board of Directors in 2024! We deeply appreciate your service, expertise and contributions to our organization.

Thank you to all our participants, donors and friends!

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