

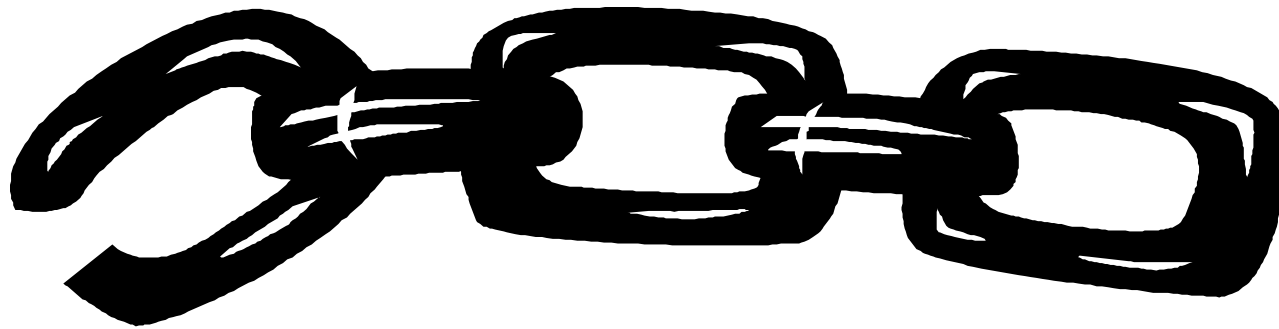
Farm Gate to Dinner Plate: Issues Affecting the Food Supply Chain

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Food Supply Chain



“Only as strong as its weakest link.”

I say “Why not the supply rope?”



Who represent the strands?

- Producer
- Allied Industry
- Regulatory
- Consumer

Producer

- Assumes the food origination risk
- Represents the smallest “number” in the rope.
- Retains the smallest share of the food dollar.
- Proportionally has the greatest to lose in the case of catastrophe.
- Least “known” of the strands from a consumer standpoint.

Allied Industry

- Supplies the food production “army”.
- Retains larger portion of food dollar.
- Must remain financially solvent.
- Represents the greatest number of jobs.
- Directly or indirectly suffer from catastrophe.

Regulatory

- Required to maintain food production momentum.
- Multiple layers of liability protection.
- Least adored strand in the rope.

Consumer

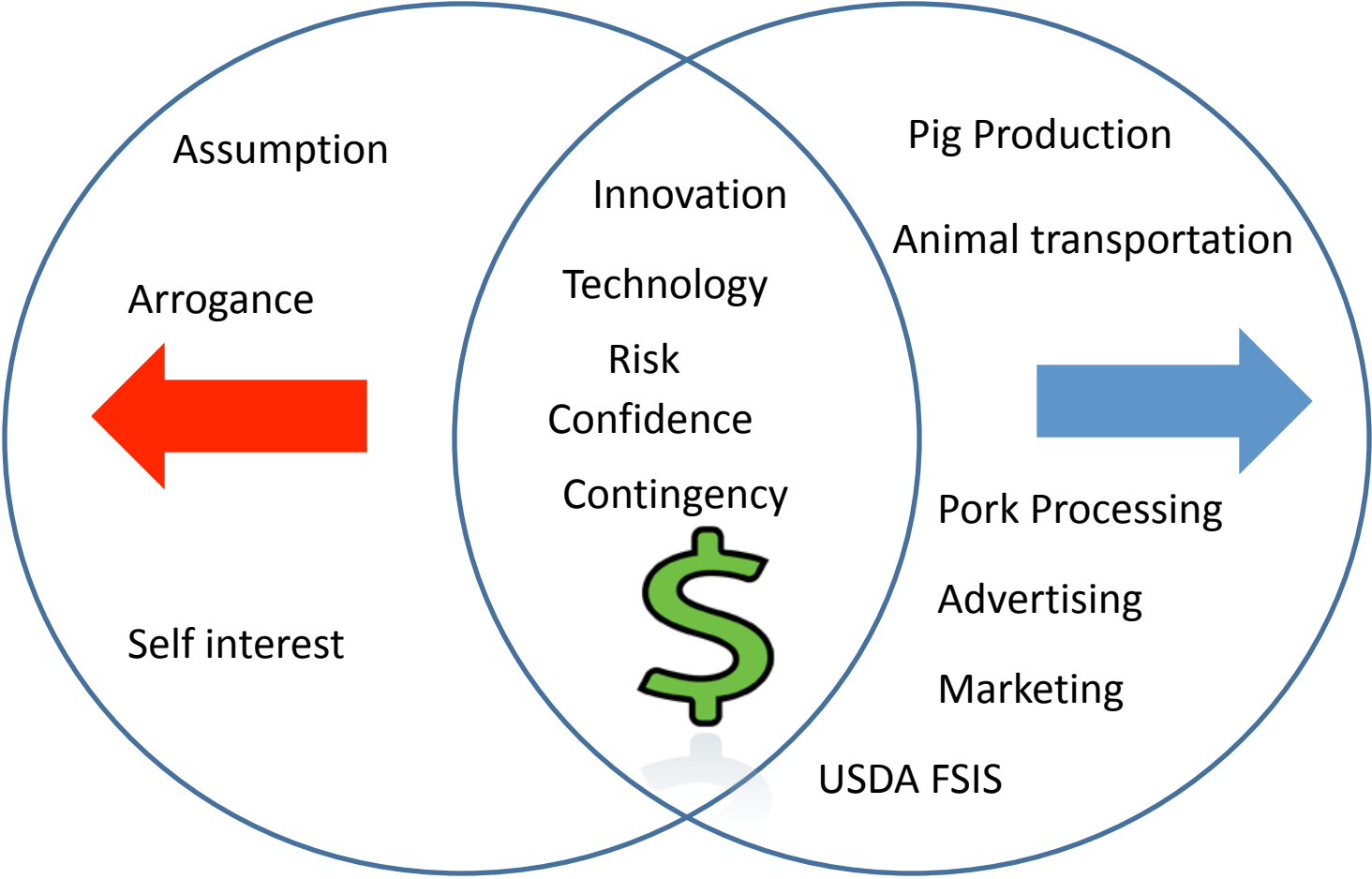
- Obvious end user.
- Originator of the food dollar.
- Arguably the least informed strand in the rope.
- Purchase decisions made for multitude of reasons.



Communication and Knowledge Transfer

Recipe for Success

- 1 Missouri meat processor.
- 1 Missouri pork producer.
- 1 Missouri meat scientist.
- 4 Tanker cars of patience.
- 2 Tanker cars of humility.
- 1 Tanker car of willingness.



Assumption

Arrogance



Self interest

Innovation

Technology

Risk

Confidence

Contingency



Pig Production

Animal transportation



Pork Processing

Advertising

Marketing

USDA FSIS