Niche Production and Specialty Markets

As you conduct market research and explore the interests and needs of your consumers, consider if your product can meet a demand.

Remember that added value may be from a new product, specific production practices or attributes, or marketing.

**Species other than dairy cattle** - Milk from species other than dairy cattle such as goats and sheep is considered value-added.

**Milk that meets the organic designation** - Look into the specific certification requirements. Transitioning to organic could require time or you could purchase an organic herd. You may need to find a co-op that will purchase organic milk.

**Grass-fed** - Also known as “grassmilk”, is produced by cows that almost exclusively consume forages by grazing in season and consuming forage-based feeds at other times.

**A2/A2** - Genetic testing can determine which cows carry A2A2 genes, though certain breeds are more likely to be carriers.

**Breed-specific** - Milk could be marketed according to the breed of cattle from which it came. Some consumers may have a preference for milk from a specific breed.

**Buy local, CSA, farmers' markets, and home delivery** - The “buy fresh, buy local” movement encourages sales through farmers’ markets and community supported agriculture or CSA businesses. Home delivery of milk or dairy products is another option.

**Partnership or collaboration** - Work with restaurants or markets to use or sell your product. Collaborate with another food manufacturer to use your dairy product or by-product as an ingredient.

Understanding your consumers will help your farm meet their value-added dairy needs.

For more information, please follow us at extension.psu.edu.

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