



MEAT DISTRIBUTION: EXPLORING DIFFERENT SALES CHANNELS

As of June 2025

The meat industry is a highly competitive market that offers opportunities for Tribes to generate revenue and support food sovereignty. Choosing the right sales channel is essential to maximize value and ensure long-term success. Key considerations include understanding your target customers, managing costs, complying with regulations and planning for logistics.

Brick-and-Mortar Store

➤ **A tribal brick and mortar store builds trust, creates jobs, and ensures fresh, local meat while strengthening the economy and food security.**

- Pros: Established customer base, local community trust, direct product control.
- Cons: Higher overhead costs, location dependency.
- Best for: Butcher shops, specialty meat stores.

Online Sales

➤ **Online meat sales help a tribe reach more customers, reduce costs, and preserve traditions while supporting local producers and ensuring high-quality products.**

- Pros: Broader market reach, lower fixed costs, 24/7 availability.
- Cons: Shipping logistics, customer trust, competition.
- Best for: Subscription services, farm-to-table businesses.

Farmers Markets

➤ **Selling meat at a farmers market helps a tribe connect with local customers, build trust, and showcase traditional practices. It allows for direct sales, strengthens community ties, and supports local producers. Farmers markets also offer a low-cost way to sell fresh, high-quality meat while reinforcing cultural heritage and promoting sustainability.**

- Pros: Direct customer interaction, local branding, fresh product appeal.
- Cons: Limited operating hours, seasonal dependency.
- Best for: Small-scale producers, organic/free-range brands.

Wholesale Supply

➤ **Wholesale meat supply helps a tribe secure stable income, sell in bulk, and reduce costs. It allows them to partner with restaurants, stores, or distributors while supporting local producers and maintaining quality. This approach strengthens economic sustainability and expands market reach.**

- Pros: Bulk sales, stable contracts, predictable demand.
- Cons: Lower profit margins, dependence on buyers.
- Best for: Ranchers, large-scale producers.