

# Homestead Natural Meats

*Experience the Difference*





*Staff outside the business*

# Homestead

## *Natural meats*

Homestead Natural Meats come from our group of 6 family ranches in the North Fork Valley of Colorado that raise high quality cattle without antibiotics, added hormones, or animal by-products. We pride ourselves in having complete control of the entire production process to ensure that we produce the highest quality products. The North Fork Valley of Colorado offers us abundant resources for the production of healthy livestock. We enjoy 300 days of sunshine, clean water, fresh mountain air and plenty of tasty grass for our animals.

All of our families came to this Valley before 1900 and 2 of our ranches are designated prized “Centennial Ranches”, indicating they have been owned by the same family for over 100 years.

Our ranchers possess the kind of “know-how” you can only get from ranching for generations. That knowledge allows us to create a low stress environment in which cattle thrive. This is precisely why we can naturally raise the high quality livestock that we do.





*Community involvement & community compromise*



# Community Values

Homestead Natural Meats is a company that produces and sells high-quality meat products. As a company, they prioritize several values in their community, including:

**Sustainability** - committed to raise animals in a way that is sustainable and environmentally friendly. They use regenerative agriculture practices to promote soil health, reduce carbon emissions, and create healthy ecosystems.

**Animal welfare** - believes in treating animals with respect and dignity. They raise their animals in a stress-free environment.

**Transparency** - farming practices and how they raise their animals. They believe in educating their customers about where their food comes from and how it is produced.

**Health** - producing high-quality, healthy meat products. Believe that animals raised in a stress-free environment and fed a natural diet produce meat that is healthier and more nutritious than conventionally raised meat.

**Community** - values their community and works to support local farmers and businesses. Believe in building strong relationships with their customers.





# Competition

## CO Craft Butchers

Colorado Craft Butchers and Homestead Natural Meats are both companies that specialize in providing high-quality, locally sourced meat products to customers in Colorado. They both prioritize sustainability, animal welfare, and transparency in their farming practices.

Both companies source their meat from small farms and ranches in Colorado that raise animals without the use of hormones or antibiotics. They also offer a variety of meat products, including beef, pork, lamb, chicken, and turkey, as well as specialty items such as elk and bison.

One key difference between the two companies is that Colorado Craft Butchers offers custom meat cutting services, allowing customers to bring in their own animals for processing. Homestead Natural Meats, on the other hand, offers educational tours of their farm to help customers learn more about their sustainable farming practices.

Despite their differences, both companies share a commitment to providing high-quality, locally sourced meat products to customers in Colorado.





*People interested in their diet and the environment*

## Target & Demographic

Homestead Natural Meats targets consumers who are looking for high-quality, sustainability-raised meat products. Their demographic is typically health-conscious individuals who are interested in where their food comes from and how it is produced. They may also

be environmentally conscious and interested in supporting local farmers and businesses. Homestead Natural Meats' customers are typically willing to pay a premium for high-quality, locally sourced meat products.





Community involvement & community compromise



# Products & In-store services

Homestead Natural Meats produces and sells a variety of sustainability raised, locally sourced meat products. Some of their products and services include:

Beef: steaks, roasts, ground beef, and beef bones.

Pork: pork chops, roasts, bacon, sausage, and ham.

Lamb: chops, roasts, and Ground lamb.

Poultry: chicken, turkey, and duck products, including whole birds, breasts, thighs, wings, and ground

meat.

Specialty Meat: bison, elk, and rabbit.

Meat Subscription: They offer a subscription service where customers can receive a regular delivery of their meat products.

Wholesale: sells their products wholesale to restaurants, grocery stores, and other businesses.

Educational Tours: They offer educational tours of their farm where customers can learn about their sustainable farming practices and how they raise their animals.





*Local farm who is interested in their community*

# Voice

## *Involvement in the community*

Homestead Natural Meats is a company that is dedicated to their clients through genuine and caring actions. They care about their animals and they ensure that they receive the best diet and the best living conditions. They are transparent to their clients and about what they do so that the community can get involved and learn about the products that they're investing in. Homestead Natural Meats is also involved within the community through events that they put out in the community.

They are caring and genuine about their actions and their main goal is to satisfy their clients. They prioritize transparency and educating their customers about their sustainable farming practices, and they emphasize the importance of animal welfare and community building. Overall, their messaging seems to be focused on providing high-quality, healthy meat products while also promoting sustainable and ethical farming practices.

**TYPEFACE** | It is bold and fits well with the theme. Tagline typeface is not beneficial because of all the caps, and the thin strokes.

**COLOR** | Blue color benefits the theme allowing for a broader spectrum of products that the company can offer. Gradient with the black is not working because it takes from the text at the end.



**TAGLINE** | Limited to the area that it is in. Does not allow for the company to be able to change it depending on their needs or the area space.

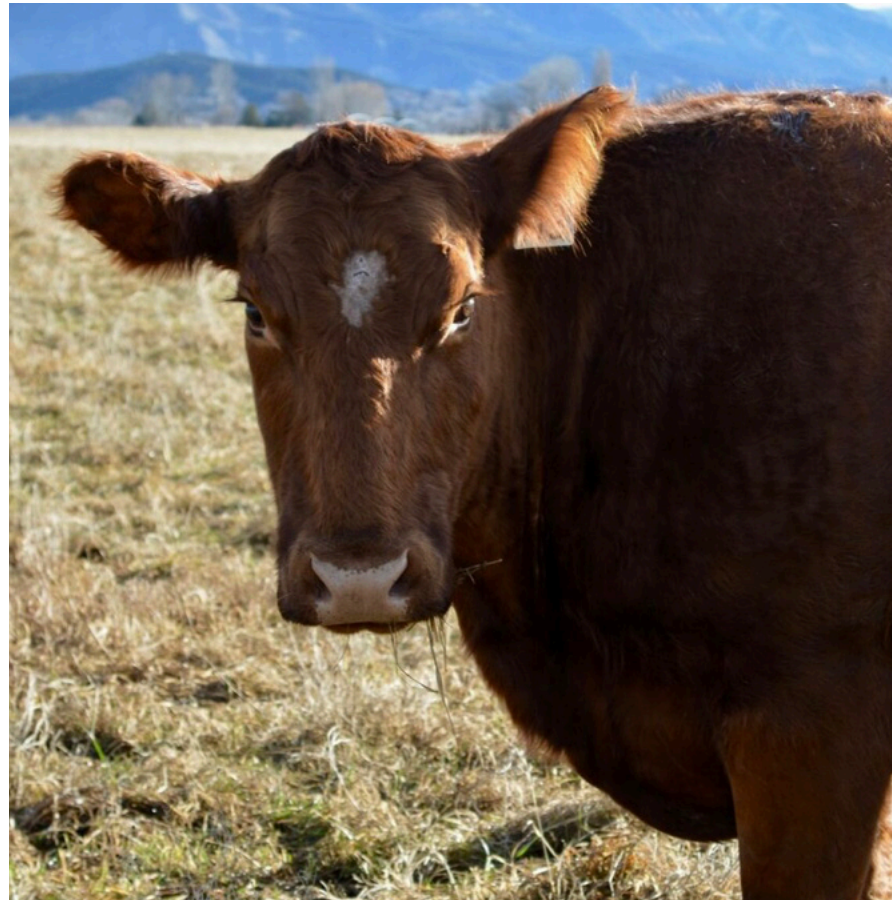
**SHAPE** | Limits the area the logo can be put on. Takes away from changing or reshaping the logo to fit into different shaped areas.

## Logo & Marks

Homestead Natural Meats is a company dedicated to the farms and providing customers with good quality food. The current logo that they have is not beneficial for them because it does not represent their products correctly, and it is misleading to

new audience members. While the blue might match, the gradient with the black takes away from it. The size of it is also restricted and takes away from other purposes and different dimensions that it might be needed for.





# Collateral

## More about Homestead

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# Thank you!

*Lets look at the new logos!*

Homestead Natural Meats is a company that specializes in producing and selling high-quality, sustainability-raised meat products using natural and organic farming practices. The company's focus on sustainability, animal welfare, and healthy food production makes it a good choice for individuals who are interested in supporting ethical and environmentally-friendly farming practices.