

Mt. Shasta Wild LLC

Siskiyou County, California



Mt. Shasta Wild is a seven-generation, family-run business that produces range-to-table grass-fed beef in the remote foothills of California's Siskiyou County. Mt. Shasta Wild is a low-carbon footprint, environmentally-friendly ranching operation supporting wildlife diversity and regenerative practices

The Challenge

Develop a low-cost direct market sales channel and free up time for other priorities.

DEVELOPING A DIRECT MARKET OUTLET WITHOUT TAKING UP ALL THEIR TIME

Like most farmers and ranchers, Jessica Oddo has a lot of irons in the fire.

When Oddo moved back to the family ranch, her priority was finding a way to grow their sales. Traditionally Mt. Shasta Wild had sold its beef through conventional livestock auctions. But that revenue wasn't enough to support another family member joining the business.

Direct marketing would capture more of their beef dollars and Mt. Shasta Wild is in a region with strong consumer demand for ethically-raised and healthy food products. So, Oddo started going to farmers markets. However, while farmer's markets were a great way to educate consumers and promote Mt. Shasta Wild, but too time-intensive for the sales made.

“Food4All has been great because it gives me a platform for my website, but at the same time has the whole point of sale and taking a credit card feature. It's just so user friendly and the support has always been right there,”

-Jessica Oddo, Mt. Shasta Wild

But Oddo also knew she was a rancher, not a website developer. She didn't want to spend all her time managing a platform. And with a tight ranching budget, she couldn't afford expensive software.

The Solution

Food4All's online local food marketplace was the perfect answer. Oddo easily set up Mt. Shasta's direct online marketing and embedded it directly to the ranch's website. And because all transaction fees are charged to the buyer, there is no cost to Mt. Shasta.

With the transaction part taken care of, Oddo concentrates on product education and pursuing the ranch's other commitments - like coexistence practices including re-introducing apex predators to the wild backcountry their cattle forage. Or working with agencies and other vendors to develop a local processing and marketing cooperative.

Direct marketing is still tough compared to the old livestock auction way of doing it. But it gives Mt. Shasta Wild that direct-to-consumer connection vital to the existence of ethical livestock producers.

The interaction with the customer is so important and meaningful. It takes a lot of extra time on their end to go to farmers markets or to buy direct. But how important is it what we do for the benefit of the environment and the animal? Food4All makes that process just that much easier,

-Jessica Oddo, Mt. Shasta Wild

FOOD4ALL ONLINE MARKETPLACE FUN FACT

Q: If the Shasta Wild was a vegetable, which vegetable would it be?

A: "Rhubarb. Because it's perennial, it's tough. It comes back every year. You can make a sweet dessert with it and a creative, savory dish."

-Jessica Oddo, Mt. Shasta Wild



For more information or to purchase Mt. Shasta Wild products, see the ranch's Food4All listing: [Mt. Shasta Wild Online Store](#).