

# LEGAL REQUIREMENTS FOR BUSINESS-TO-CONSUMER (B2C) BEEF SALES

**K-STATE**  
Research and Extension

When establishing a business-to-consumer (B2C) beef company, there are several relevant licenses and inspections Kansas producers may need. There are three main pathways producers may use to sell beef directly to consumers: 1) custom exempt; 2) sales only in the state of Kansas; or 3) sales in Kansas and other states.

It is important to contact state officials to ensure your business has the proper licenses and inspections required to do business. Appropriate liability insurance is recommended for all operations.

## **Custom exempt**

*This pathway is for beef producers who sell beef shares only (e.g., whole, half, or quarter beef) without selling beef portions or retail cuts.*

Producers operating within the custom-exempt category are not actually selling meat products. Rather, they are selling finished live animals to individuals who work with a licensed processor to receive the finished product. Since the beef producers are not selling any meat products, they are not required to obtain a Meat and/or Poultry Wholesale License from the Kansas Department of Agriculture (KDA). The plant (processor or locker) that processes the cattle must be licensed with the State of Kansas as a custom facility or be state or federally inspected.

## **Sales only in the state of Kansas**

*This pathway is for those who sell retail cuts of beef or beef shares (e.g., whole, half, or quarter) to Kansas consumers, retail stores, or food service facilities.*

Producers selling meat products to consumers in the state of Kansas are required to obtain a Meat and/or Poultry Wholesale License or a Food Safety License from the KDA. When the license to sell inspected products is issued, there is an agreement that retail locations will be inspected annually by the KDA or USDA. The Meat and/or Poultry Wholesale License allows producers to sell fully inspected products directly to consumers, as well as retail outlets such as grocery stores, restaurants, schools, and hotels. The Food Safety License is required for businesses selling any nonmeat products. Producers wishing to market meat in this way must have their cattle slaughtered and processed at facilities inspected by the KDA or USDA.

## **Sales within Kansas and other states**

*This pathway is for those who sell retail cuts of beef or beef shares (e.g., whole, half, or quarter) to consumers, retail stores, or foodservice facilities in Kansas and other states.*

Producers wishing to sell meat products to consumers both in Kansas and in other states are required to obtain a Meat and/or Poultry Wholesale License from the KDA. This includes producers shipping meat products to other states, such as in a “subscription box” marketing format. Producers also may be required to obtain licenses from each state where they plan to sell their products. The producer should contact each state agency for more information. Out-of-state sales of meat products require the processing facility be inspected by the USDA.

<b>Business Pathway</b>	<b>Licensing Requirements for Beef Producers</b>	<b>Processing Facility Inspection Requirements</b>
Custom Exempt	The plant (processor or locker) that processes the cattle must be licensed with the State of Kansas as a custom facility or be state or federally inspected.	Must be KDA or USDA inspected
Sales only in Kansas	KDA Meat and/or Poultry Wholesale License	Must be KDA or USDA inspected
Sales within Kansas and in other states	KDA Meat and/or Poultry Wholesale License and licenses from each state where product is being sold	Must be USDA inspected

KDA Meat and Poultry Website:

[agriculture.ks.gov/divisions-programs/meat-and-poultry-inspection/general-information](https://agriculture.ks.gov/divisions-programs/meat-and-poultry-inspection/general-information)

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