8-17-2006

Interview with Ted Morris, Dayton Meat Company, 2006 (audio)

Ted Morris

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NWHP interview: Ted Morris

Time: 00.00-00.20 Intro

-0.25 Entry into business
-1.08 Farmer/looking for market for pigs
   - Approached to become partner
   - Good opportunity to market pigs
-1.13 Still farming?
-1.17 Still own farm but rented out
-1.22 Length of time cooperating with NWHP
-1.24 About one year
-1.35 Differences between NWHP and commodity hogs?
-1.59 Raised under different conditions
   - Most hogs commercially raised
   - Not raised in crates/no medication
-2.14 Observable differences in pigs?
-2.16 Not physically
-2.23 How many farms does Dayton Meat Co. (DMC) get pork from?
-2.49 3 local farms
   - Bulk comes from Washington/several different farms
     - Market pigs/guy from Seattle
-2.56 Are other animals harvested besides hogs?
   - DMC makes sausages from beef and chickens
   - Other meat is bought not harvested
-3.08 Only pork is slaughtered
-3.19 Details of the process?
-4.25 First, the inspector looks at live pigs
   - Notes are taken on suspect pigs
   - Pigs might be isolated
   - Pig brought in electrically stunned
   - Hung up/stuck
   - Scalding tank to loosen hair
   - Put into tumbler with paddles that scrape hair off
   - Singed/cleaned up
   - Cleaned on "mid-line"
-4.32 Why wouldn't the hog pass the USDA inspection?
-5.1 Broken leg/showing abscesses
   - Couldn't get up
   - Abnormalities
   - Also on line looking at viscera/glands
   - Full-time inspector
   - Examined both alive and dead
-5.19 The meat is package by DMC?
-5.26 Luau pigs are distributed whole
-5.29 Are there many luau pigs?
-5.45 About 300
   - Popular in summer
   - In winter Asians buy most luau pigs
Average of 250 luau pigs week through out year

-5.52 How long does pig stay before it is distributed?

-6.13 Many in Portland tomorrow
   Luau pigs in Asian grocery stores
   Pigs killed Monday and Tuesday would be broke on Wednesday
   and in Seattle by Thursday

-6.2 What is done with the byproducts?
   Sold to Asians
   Skin sold to Latinos

-6.34 With sales to Asians and Spanish most everything is used

-6.39 Anecdote of "everything is sold but the squeal" is true?

-6.43 Lot of hair goes unused

-7.02 But (big farms?) use it to make brushes with the hair
   (unintelligible?)
   Develop a product with the right market is the problem

-7.08 What percentage of what you process comes from NWHP?

-7.26 2 or 3 percent

7.33 Custom Kills?

8.07 DMC custom kills
   DMC doesn't cut and wrap
   DMC will break the pigs up into (primals?)
   If locker pork is desired DMC will break it into primals and ship it

-8.15 Where are the live pigs kept?

-8.21 In a pen

8.31 What does sustainability mean?

9.02 Preserve small family-farms
   Make hog farming viable
   Because the price of feed and the competition from large
   companies is making it difficult

9.41 Childhood story
   Lived 1 1/4 mile from Yamhill
   6 or 7 farmers made a living farming
   1 farmer farms those farms and all the land to Yamhill now
   Can't make a living without making a niche market

9.49 How do you see the future?

10.29 Looks good if people will pay a premium
   Threatened by consumers spending more on energy prices
   Depends on how many people believe in it
   "A lot of people can grow it but not many people can sell it."
   Limited by the size of the market

10.32 Is this a regional phenomenon?

10.58 It seems to be one of the hotspots
   Some natural pork comes from Midwest and East

11.04 People by into the niche here?

11.16 It's a way of thinking
   Not for family of 8 on minimum wage
   Its for people who can afford it

11.23 Could it become the way affordable pork is raised in the future?
11.52 When large chains adopt the method prices will come down
   It is a growing segment of the market
   Large chains look for growing markets

end Wrap up