



Consumer-Friendly Email Inquiry Response Checklist

A comprehensive checklist for farmers to craft informative and friendly responses to bulk meat inquiries.

→ Best Practice: If you have detailed item information and easy ordering available on your website, you can direct customers to this information – just be sure you include everything below!

Acknowledge Their Inquiry

Thank the customer for reaching out and express excitement about their interest.

Example: "Thank you so much for your interest in our [bundle/quarter/half/whole animal]! We'd love to help you stock your freezer with high-quality, pasture-raised meat."

Confirm Availability & Timing

Specify whether the item they're asking about is available or if there's a waiting list. Provide a fulfillment date (or estimate).

Example: "Yes, we have [the bundle/a half beef/etc.] available [on date or estimated timeline]. Here's how it works:"

Provide Item Details

Detail the cuts included and estimated weights of each. For bulk, let them know if customization is optional or required and if you provide a suggested cut sheet.

→ Best Practice: Bundles and packages with a set price and list of cuts make this stage easy!

Example: "[Below/linked] is a list of the cuts included with estimated weights."

Pricing

Clearly state the price. For bulk offerings: state the price per LB HCW *including* processing, plus let them know a typical range for take-home weight and total cost.

Example: "The bundle costs \$X." OR "The price is \$X/lb based on hanging weight, with processing included. The total cost will be between \$X-X and you'll take home X-Xlbs of meat."

Deposit & Payment Information

State the deposit amount, when it's due, and if it is non-refundable. Provide final payment details including payment methods accepted and due dates.

Example: "We require a \$250 non-refundable deposit via check to secure your order, with the balance due via check upon pickup/delivery."

Pickup or Delivery Information

State how and where customers will receive their meat (e.g., farm pickup or home delivery). Include estimated dates and any delivery fees.

Example: "Your beef will be ready for pickup at [location] on [date]. We also offer home delivery within [area] for a \$25 fee."

How to Order

Provide clear next steps for completing their purchase.

Example: "To place your order, follow this link to pay your deposit via credit card in our online store."

A Personal Closing with Contact Information

End with contact information and a note of appreciation.

Example: "If you have any questions or need help deciding, feel free to reply here or call us at [phone number]. We're happy to help!"

We're so glad to have the opportunity to provide your family with pasture-raised meat. Thank you for supporting our farm.

Warm regards,

[Your Name]

[Your Farm Name]

[Phone Number] | [Email Address] | [Website or Social Media Link]

Sample Response Email for a Bulk Meat Inquiry

Subject: Thank You for Your Interest in Our Bulk Meat Offerings!

Hi **Katrina**,

Thank you so much for your interest in our **Whole Pig Bundle**! We'd love to help you stock your freezer with high-quality, pasture-raised meat.

We are accepting deposits for **Whole Pig Bundles** that will be ready **in early May**. We will communicate a final date prior to delivery. Here's how it works:

What's Included

Below is a list of the cuts included with estimated weights, so you know what to expect.

10-12lbs Ground Pork
52-54lbs Sausage
18-20lbs Pork Shoulder Boston Butt
24-26lbs Loin: Boneless, Chops and Ribs
2lb Tenderloin
8-10lbs Ham Steaks
14-16lbs Bacon
43-45lbs Bones, Fat & Organs

Pricing & Payment

In total you will receive an estimated **185lbs of pork** and the bundle price is **\$1,975**.

We require a **\$250 non-refundable deposit** to reserve your bundle. You can pay your deposit via credit card in our online store: maryssamplefarm.com/wholepig.

Pickup or Delivery

Free pickup at our farm in **Sample Town** or Home Delivery in **Sample County** for a **\$30 fee**.

Next Steps

To place your order, simply follow the link above to pay your deposit or reply to this email with any questions. We're happy to help you every step of the way!

We're so glad to have the opportunity to provide your family with pasture-raised meat. Thank you for supporting our farm.

Mary Farmer
Mary's Sample Farm
919-555-5555 | mary@maryssamplefarm.com | maryssamplefarm.com