



4th Line Cattle Company Witnesses a Surge in Buying Local

In the midst of COVID-19, many people are reducing their ecological footprint by buying local. This is the story of Tamaran Mousseau, owner of 4th Line Cattle Company, a family-run farm that specializes in grass-fed, free-roaming Texas Longhorn cattle. Before COVID-19, Tamaran ran a small store on her property, where people could pick up their orders and get a tour of the farm. This on-site store and transparency set the foundations for her successful response to the impacts of COVID-19. Because her store and client base were well established before COVID-19, she could easily transition from in-store, in-person pick-ups to contact-less sales. Now, people order and pay through email and pick up from one of her freezers at a set appointment time. Tamaran sanitizes the cooler(s) in between each appointment. The demand for her beef has nearly tripled. At one point in April, Tamaran had six coolers out to keep up with the demand. Indeed, Tamaran and family are grateful for the solid reputation of their farm and the on-site store that they had in place before COVID-19 hit. They are especially happy to witness a surge in consumer interest in buying local.

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