

Frazier Family

Ecommerce Spotlight

Jo Pisel

Founded in 1897 by George Washington Frazier, the Frazier family has raised premium hogs in Northeastern Indiana for over 125 years. Over the history of the farm, the Fraziers were primarily hog breeders, specializing in the Duroc breed. Since the 1920s, the Fraziers have sold top stock to farms across the mid-west. In the 1940's the farm was run by George Frazier, Lee and Tom's father, who turned 100 in March and still spends time on the farm and offers input on the farm's livestock. Currently the farm is led by 4th generation brothers, Lee and Tom Frazier. <https://foodmarketmaker.com/business/bus-Tdt0W3CGg>

Significant changes in the hog market in the 90s, and noticeable changes in consumer's tastes prompted Lee & Tom to invest in new breeding stock from top breeders from across the world. Today the brothers concentrate on raising premium pork, superior to what you can purchase in grocery stores. Combining heritage and innovation, the Frazier family is committed to creating amazing pork products. They carefully select hogs using a combination of the past using their vast breed knowledge and the technology of today; ensuring that they are keeping only the highest quality hogs for their farm. The family is in the process of solidifying **Frazier Farm Pork**, a subsidiary company that features the premium pork raised on the Frazier Family Farm.

After 125 years of selling person to person, Frazier's are expanding to serve more people across the Midwest. As of May 13, 2021, their on-line store is live. Customers can order on-line and get free delivery in the Great Lakes Region or pick-up orders at the store or at a participating farmer's market. <https://frazier-farm-pork-george-frazier-sons.square.site/>

Another example of the Frazier's ability to embrace change and versatility is displayed in their marketing perspective. Research and careful planning convinced them that multifaceted techniques would be most effective in launching their new company successfully. Anne Frazier, the daughter of Lee and Lynne Frazier, works for the farm remotely from Chicago, IL. As leader of Marketing and Sales for the new Frazier Farm Pork, Anne explained the importance of their current 3-pronged sales approach. Right now, they are selling directly through their website, through Farmer's Markets and through secondary partners like MarketMaker.

Anne stated that Being able to bring their products into already recognized markets has been an important sales strategy for their business. "The ability to showcase our products in already-established places that consumers know and rely on has been critical to our sales," Anne said, "these markets give consumers the ability to find us, first of all, *and* they come with a certain level of trust that whatever is distributed through them is going to be of an expected quality." <https://frazier-farm-pork-george-frazier-sons.square.site/>

Think about the number 4.7 million. That's the number of farms that have disappeared since 1935, and more continue to disappear each year. That means less farm families living in our communities and more industrial farming and big corporations shipping your food from thousands of miles away. When you buy local, it ensures that you're keeping family farmers on the land so that they can continue to bring good food to your community for you and for generations to come.

For the Fraziers, *family* is the most important thread that ties one generation to the next. "My family is tightly knit - we all grew up within a mile of each other - and have supported each other over the years," Anne remarked, "As we continue to grow and explore new ventures, we will focus on maintaining our family ties over all other objectives."

Frazier Farm Pork & George Frazier & Sons believe in transparency and traceability in the food system—they are proud members of Buy Fresh Buy Local Illinois. To learn more about their operation and see a list of other local farms they support go to:

<https://buyfreshbuylocal.org/illinois/>.



The Frazier Farm Sign



George Frazier with his brothers and sisters (Taken in the 1930's)



Lee and Tom Frazier in the 1950's



(L to R) Lee, Tom and George Frazier



Frazier Farm Pork – Flash frozen for resale.