

## Cason's Fine Meats: Old-Fashioned Service, 'New Economy' Values

By Lisa Loving  
Of The Skanner News

Theotis Cason's new meat market on North Denver Avenue has only been open for two months, but it's already earned five-star reviews by customers.

Offering fresh, organic beef, pork and poultry — just steps away from the Paul Bunyon statue in Kenton — Cason's Fine Meats is a marriage of old-fashioned service and new economy "locavores."

In fact Cason's is a textbook example of how an entrepreneur with a valued product

me."

His coolers are piled high with gourmet grass-fed beef and other items most commonly found in more costly grocery stores. Yet Cason's also offers traditional soul-food staples like fresh pigs feet and smoked back fat — all at bargain prices.

"I've been in the meat business for 40 years," Cason says. "There's a lot to it — you've got to work your product, you've got to know your product."

Cason says all the beef is cut on the premises from whole animals; he makes special deals for customers who want to buy a side of beef, a quarter or other large quantities.

He and his staff also offer old-fashioned "family packs" that include different cuts of beef, chicken, pork and more, packaged to feed a household.

His specialties, Cason says, are his home-made Country Breakfast Sausage, and his barbequed ribs, smoked right outside the front door.

"You have seasonal product in the meat business," he said. "We're still in the rib season but we're getting to the steak season — people will be more inside cooking the round steak, the roast, ox tails."

Cason says part of the reason he can offer such good prices is that he and his staff have eliminated the middle man.

"For the beef, we bring in whole cows, we cut from the cows — nothing's boxed up, nothing's pre-packaged," he said.



PHOTO BY

Theotis Cason

'I've been in the meat business for 40 years. There's a lot to it — you've got to work your product, you've got to know your product.'

—Theotis Cason

— and a great business plan — can attract dedicated customers across racial and economic boundaries.

So what are his secrets to business success? "Timing, and a key location — this has been a meat market here since the 1950s — back then it was a stockyard here," he says.

"The neighborhood is rising up and the people have missed this — the last meat market was closed down over two years ago," Cason says. "The people are just embracing

Cason says creating a business plan is important in starting a storefront service with such a high overhead — and specialized training needs — as a full-service butcher shop.

"You've got to work your plan, don't let your plan work you," he said.

Cason says he has never been able to capitalize on any of the government programs to help small businesses — he opened Cason's Fine Meats without any bank loans or any help outside the family.

"This is all out-of-pocket and planning

ahead," he says. "This is working for years in the business and knowing what is needed and planning ahead."

"The thing is the community — the people who are brave enough to come in here and see what I have to offer, that's where the help is coming from."

Cason's Fine Meats is at 8238 North Denver Ave., just off the Kenton/North Kenton Avenue Max Lines. Reach them at 503-285-4533 or on Facebook.

## Come Bid With Us

Portland Public School District welcomes interest and participation by MBE, WBE and ESB companies in our contracts for goods and services. Throughout the year, we purchase a variety of items including office equipment, school supplies, paper products, maintenance services, construction projects and more.

Please contact our office for additional information on bidding opportunities.

Dave Fajer  
Director of Procurement and Distribution  
Portland Public Schools  
501 North Dixon  
Portland OR 97227  
(503) 916-3576  
(503) 916-3109 fax  
[dfajer@pps.net](mailto:dfajer@pps.net)



We encourage and appreciate your interest in doing business with Portland Public Schools.

Pierce County  
Washington

## PUBLIC NOTICE



It is the policy of Pierce County and the Contract Compliance Division to promote:

- An environment that cultivates economic growth and diversification,
- Business development and competition,
- Using local firms for goods and services through the competitive bidding process,
- Businesses to employ local residents for public works projects.



Pierce County gives public notice that the County assures full compliance with Title VI of the Civil Rights Act of 1964, the Civil Rights Restoration Act of 1987, and related statutes and regulations in all programs and activities. Title VI prohibits discrimination based on gender, race, color or national origin in programs and activities which Pierce County receives federal financial assistance.

Pierce County Public Works & Utilities  
Contract Compliance Division  
2702 S 42nd Street, Suite 201  
Tacoma WA, 98409



Pierce County  
Public Works and Utilities