

THE carrot PROJECT



CLIENT UPDATE

TEODORA'S BOUCHERIE GOURMANDE

BUSINESS DETAILS

Teodora's Boucherie Gourmande

Cohasset, MA

Rosangela Teodoro
Business Advising Client, 2022

BUSINESS SNAPSHOT

Teodora's sells meat sourced from local farmers who care for their animals and land using humane, regenerative practices. Rosangela coaches customers with tips and education on preparing meat, provides family recipes on her website, and curates packages for special customer events.

INNOVATION

Rosangela's upbringing on her family's nationally-renowned cattle ranch in Brazil immersed her in ranching, husbandry and finishing. Rosangela attributes her work ethic and problem-solving to her father's example. Having worked for many years in butcher shops, she also has expertise in handling, preparing, and cooking meat.

BUSINESS HISTORY

Rosangela Teodoro, the daughter of a cattle rancher in northern Brazil, came to the U.S. at the age of 24. Rosangela immediately fell in love with Boston, in stark contrast to her upbringing on a remote, rural ranch with no electricity or running water. She decided to stay and learn English, while still helping her father run the ranch by phone. She became sole manager of the ranch twelve years ago, and has been managing solo after her father died in 2019.

Rosangela's first jobs in the U.S. had nothing to do with ranching, but she

eventually realized how deeply the seed of farming was planted within her. She "was missing all of the connection" she felt growing up on the ranch.

Meanwhile, she recognized another broken connection: the disconnect between people and the animals whose meat they consume. She'd grown up watching her father produce the highest quality meat using regenerative, sustainable, humane practices—his priority was keeping the land and the animals healthy—and she'd seen that there was a rewarding market for all of this hard work.

When she returned to work in butchery, a friend noticed how energized Rosangela was from connecting with customers and giving them advice on preparing the meats, and suggested that Rosangela open her own place. When a space next to her favorite fishmonger became available, she decided to take the plunge.

Rosangela's dream came to fruition in 2023. Her shop, Teodora's, is named to honor her father's legacy, and features high quality, ethically and humanely raised meats sourced from small-scale local cattle farms.

OVERVIEW OF OUTCOMES

When Rosangela secured the space for her new shop, she recognized that, as “more of a doer than a planner,” she could use some help creating a business plan. She found The Carrot Project online, reached out and was matched up with a business advisor who worked with her to create a strategic plan for the business, budget projections, cash flow plans, and a roadmap of how to raise the capital needed for the shop’s buildout. Before working with Carrot, her strategy was always “just work very hard, live very frugally, and put everything possible back into the business.” Working with an advisor showed her how to capitalize on her instincts, mapping this strategy to monthly benchmarks and details.

With her business plan in hand, Rosangela obtained her first investor—an old friend from Brazil whom Rosangela had helped out years earlier when the friend was starting a chain of beauty businesses. Now very successful, the friend was in a position to return the help, which allowed Rosangela to begin the buildout in the new space.

The shop opened in spring of 2023, stocked with meat sourced from a handful of local growers whom Rosangela has vetted for practices in line with her own ethical and humane standards. “Working with the animals is a sacred thing,” Rosangela says, and she honors them by using the whole animal in the store—selling prime cuts and using secondary cuts to make sausages, charcuterie, and even pet food.

Rosangela has hired a butcher to help her break down the animals and a small staff to answer the phone and work the counter, “but I’m there all the time.” In addition to cuts of meat, Teodora’s offers curated packages for occasions from tailgate parties to breakfast, as well as a Rosangela-approved selection of knives and other kitchen tools. Customers will be able to order online from the Teodora’s website, which features photos, information about the meat and the farmers, the story of Rosangela’s family ranch, and a blog with recipes and advice about preparing meat dishes.

Rosangela is very confident about building a loyal customer base. She is part of a strong community who will advertise by word of mouth, and while there is a grocery store across the street offering less expensive products, she believes the customers who already go out of their way to shop at the fishmonger’s next door will welcome the chance to shop at a high-quality butcher. Many of her customers are families looking to feed their young children nutritiously. Rosangela has created a welcoming and comfortable space, and she and her staff are primed to educate customers on the advantages of their products over what is available across the street.

ON THE HORIZON

Even while opening the doors of her brand-new butcher shop, Rosangela is already sowing the seeds of the next phase of her dream. She’d like to raise cattle on her own farm, and keep her family’s legacy alive with her own brand of high-marbling beef. She plans to create a cooperative in which she’d own a bull who she would lend out to farmers, and buy back the calves sired by that bull. Next, she’d like her own slaughterhouse, which she sees as critical to creating a fully humane and high quality process. She could see additional shop locations, but will likely stay on the small side, focusing on strong connections with farmers, and maintaining high quality. “I don’t want to become another supermarket,” she says.

Finding like-minded people invested in the mission of the butcher shop will be key to making each of these dreams a reality, just as she has found “incredible, reliable people in Brazil to work on her ranch there and hold the vision” with her.

Rosangela also wants to make one more connection, for her son. “My son had a grandfather who followed his heart—nothing was too hard for him as he brought the highest quality food to his people.” It was a struggle: “my dad had to hustle. He never had the proper equipment.” But “most kids here today don’t have any connection with struggle.” She wants her son to see the fruits of his mother’s hard work, the same way that Rosangela was inspired by her father’s hard work. And the same way that people used to come from all over Brazil to see her family’s ranch, she hopes her son will see customers travel from far and wide to come to Teodora’s.