Nimrod Meats: Handcrafted Quality, Community Roots, and Small-Town Service Done Right

At Nimrod Meats in Iowa Falls, every detail reflects the pride and dedication of Rocky and his wife, creating a business rooted in community values.



“We really focus on taking care of people one at a time,” they say. “We know our customers, and they know us. That makes a difference.”

Nimrod Meats opened in May 2022, but the story started years earlier. Rocky spent much of his life hunting and learning how to process his own meat. What began as a personal skill slowly turned into something more. As time went on, the couple saw a clear need in Iowa Falls for a dependable local locker, a place where people could trust the work being done and feel comfortable walking through the door.

“We realized there was a gap, and we felt confident we could fill it,” they say. “So we decided to take the chance.”

In a short amount of time, the locker has become a regular stop for many families and farmers in the area. Customers come in for custom processing, but they often leave with more than they planned. Everything sold in the case is made on site, and the care put into each product shows. For some, Nimrod Meats is a practical stop. For others, it has become part of their routine.

Running the business together has brought a steady rhythm to their days. They enjoy the conversations that happen across the counter and the relationships that grow over time. “We love the people here,” they say. “The town, the farmers, the regular customers. It feels good to be part of something local.”

One challenge they still face is simply being seen. “We have people come in all the time who say they did not know we were here,” they say. “Once they find us, they usually come back. It is just a matter of getting the word out.”

Among the many products they offer, one has quietly become a favorite. Their breakfast sausage has built a strong following, with some customers driving long distances just to stock up. “That one surprises us,” they say with a laugh. “People really love it.”



Looking ahead, Rocky and his wife are thinking about what comes next, not in terms of getting bigger, but in offering something new. Plans are underway to add a gourmet burger bar inside the building, using their own meat for burgers and sandwiches. With Rocky's background in a restaurant family and his comfort in the kitchen, the idea feels like a natural extension of what they already do.

At the heart of Nimrod Meats is a simple belief in supporting local. "Where you spend your money matters," they say. "Choosing local helps keep towns like ours going."

That belief is also why being part of Choose Iowa is important to them. "It helps connect people to the businesses behind their food," they say. "It gives small places like ours a way to be seen."

Nimrod Meats may still be young, but it is built on familiar values. Care for the work. Respect for the customer. And pride in serving the people of Iowa Falls, one order at a time.

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