

Bringing Back the Small American Farm 2019 Conference

The Ins and Outs of Selling Local Food Products



Harrison Valley Farms

Introduction to Harrison Valley Farms

- Owned by Kim and John Harrison. Began farming in 1985.
- 120 acres located in mid-Missouri
- Started as a grade cow-calf operation—sold calves shortly after weaning. Changed to registered Polled Herefords--began niche marketing custom fed beef by the section. Added Katahdin Hair Sheep. Started selling beef and lamb retail and wholesale cuts.
- Changed to South Poll Grass Cattle. Now sell grass fed calves. Katahdin ram lambs sold to East coast buyers. Ewe lambs sold as seed stock. Discontinued selling meat products in 2018.



Influential Farm Investments

Time, effort and cost of:

- **Education:** Conferences, publications (digital and hard copy), e-newsletters (trade and government—ATTRA, NCAT)
- **Support System:** Extension agents, friends, industry peers, mentors, consultants, industry organization contacts
- **Network** of sellers and buyers

What makes our farm us?

What is our brand?

What we do, how we do it and why!

The HVF 4 “C’s”

- **Care:** Land, animals, and customers
- **Communicate:** Our accessibility, transparency, and responsiveness.
- **Convenience:** We go “the extra mile” to deliver value. We are customer-flexible.
- **Cost:** We work hard to price our products and services appropriately.

The Ins/Outs of Selling

The 3 Parts of Business Development

- **Marketing:** Who you are. How you tell your story.
- **Sales:** Reaching out to people and businesses that should buy from you!
- **Customer Service:** Taking and completing the order.

Sustainability

Good business practices enable flexibility.

Sustainability should match life cycles.

- **Family needs:** age of children, children's education needs, aging parents, family wellness, your aging
- **Farm growth investment:** land, buildings, livestock, equipment

Expansion and Customer Growth

Key attributes for successful expansion and growth

- Be **strategic** and **deliberate**
- Make a **plan** and **visualize** your success
- Watch the **details**
- Work **hard** AND **smart**. **Adapt** quickly.
- **Time** is your greatest non-renewable resource.
Use it wisely.

Benefits of selling retail

Lessons learned/Profitability keys

- **Why sell retail?** Opportunity for better profit margin. Rewarding.
- **Lessons learned are keys to profitability:** It is critical to know “what” we’re going to do, “how” we’re going to do it, “who” will do it, and “why.” We are much more likely to see positive results when each of these key steps are thoroughly thought through and understood.

Contact Information

- Thank you for allowing me to speak to you!
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- Consulting services offered.

