

## Good Natured Family Farms



Kansas  
[www.goodnatured.net](http://www.goodnatured.net)

**Where?** Kansas

**Who?** Founded by Diana Endicott, who created an alliance of more than 100 family farms, who practice sustainable farming methods. The farmers aligned are able to bring their products to a state-wide grocery store chain.

**When?** 1997

**Why?** Rainbow Organic Farms (owned by Good Natured Family Farms (GNFF) founder Diana Endicott) was looking for a way to meet the increasing demand of their only client, Ball Food Stores.

**What?** Rainbow Organic Farms owns the GNFF brand and trademark. Rainbow Organic Farms (ROF) is also a member of the GNFF alliance.

# Food Hubs:

## Connecting Producers and Food

<b>Products:</b>	<ul style="list-style-type: none"> <li>✓ Produce</li> <li>✓ Honey</li> <li>✓ Eggs</li> <li>✓ Meat: Beef, Poultry, Bison and Pork</li> <li>✓ Dairy</li> <li>✓ Specialty items such as jams, jellies and salsa</li> </ul>
<b>Services:</b>	<ul style="list-style-type: none"> <li>✓ Marketing</li> <li>✓ Customer events</li> <li>✓ Branded packing materials</li> <li>✓ Meat processing facility</li> </ul>
<b>Operations:</b>	<p>The Role of the GNFF Producer:</p> <ul style="list-style-type: none"> <li>✓ Open alliance concept offers members the flexibility to sell their products outside the GNFF brand.</li> <li>✓ When selling under the GNFF brand, producers are responsible for meeting outlined quality standards.</li> </ul> <p>The Role of GNFF Management:</p> <ul style="list-style-type: none"> <li>✓ GNFF can sign on new members at any time to ensure adequate supply</li> <li>✓ Management is responsible for creating standard operating procedures, quality control systems, farm audits, organizing events and building and managing relationships both with suppliers and buyers.</li> </ul>
<b>Small and Efficient Production</b>	<ul style="list-style-type: none"> <li>✓ A management owned and federally inspected processing facility allows GNFF members to have their products processed in the same facility. This dedicated production facility: <ul style="list-style-type: none"> <li>○ Ensures consistent quality</li> <li>○ Eliminates inefficiencies by maintaining a closed feedback loop which tells producers when to speed up or slow down the feeding process</li> <li>○ Is one of the state's only multi-species processing facilities</li> </ul> </li> <li>✓ The purchase and renovation of this plant was financed through a personal loan to ROF in August 2000, and ROF is it's current owner.</li> </ul>
<b>Supply Chain Logistics:</b>	<p>GNFF employs a couple of distribution methods:</p> <ul style="list-style-type: none"> <li>✓ Individual producers or a producer collective will deliver their product directly to the Ball Foods warehouse. However, in some cases, Ball Foods will send trucks out to collect product from individual producers; Ball Foods then becomes responsible for distributing the product to the various stores.</li> <li>✓ One group of GNFF farmers transports their produce to a local, on-farm warehouse where it is packaged under the GNFF brand (using packing and labeling materials supplied by GNFF). Ball Foods then collects product from this central warehouse two to three times per week. In this model, each individual producer is responsible for the initial cost of transportation and the cost of washing and packing the product is shared by the farming collective.</li> </ul>
<b>Market Channels:</b>	<ul style="list-style-type: none"> <li>✓ Retail</li> </ul>
<b>Financials</b>	<ul style="list-style-type: none"> <li>✓ Rainbow Organic Farms invested \$250,000 (\$50,000 over five years) obtained through grants to create and implement educational marketing programs.</li> </ul>
<b>Looking Ahead</b>	<ul style="list-style-type: none"> <li>✓ Owner Diana Endicott admits that one of the greatest challenges in managing growth is quality control. As the GNFF brand grows to include more products and producers, maintaining the quality on which GNFF has built its reputation is challenging. Poor quality in one area of their business can result in rapid brand dilution. Maintaining the quality and consistency of GNFF products is top priority for Endicott as the company expands.</li> </ul>