

## BUSINESS PROFILES

### PRODUCER MODEL

1. **Business name:**

TK Ranch Natural Meats

Website: <http://tkranch.com>

2. **Business Profile:**

Founded in 1995 by Dylan and Colleen Biggs. Dylan is a rancher with a great deal of experience in holistic management and Colleen Biggs has a degree in environmental management. Their primary vision was to value-add to their ranching enterprise so that they could stay on the family farm without getting off-farm jobs. Their secondary vision was to supply Albertans with nutrient dense grass-fed beef. Sales were initially made to the hotel restaurant industry in the Calgary-Banff corridor, but this changed after 9/11. Their contracts unexpectedly canceled causing them a great deal of stress on their business - this is when they transitioned to completely selling to retail outlets, including Canada Safeway and Calgary Co-ops. Today they sell only to health food stores in Calgary and Edmonton as well as direct-to-consumer.

3. **Ownership Type:**

Legal partnership.

4. **Distribution Model/Structure:**

Producer model - They are vertically integrated from field to fork and manage all aspects of the value chain.

5. **Market Channel:**

<i>Market Outlet</i>	<i>% of Total Sales</i>	<i>Details On Market Outlet</i>
<b>Direct-to-consumer</b>	50%	
<b>Food service: Restaurants</b>	-	
<b>Food service: Institutions</b>	-	
<b>Specialty retail</b>	50%	Health Food Stores
<b>Large retail (regional, national)</b>	-	
<b>Other market outlets</b>	-	

6. **Products and Services:**

Products:

- Ethically-raised beef, lamb, pork and poultry.

**7. Business Operations:**

They have three farms involved in the business: one that grows strictly grass-fed and finished lamb, while another that grows free-range poultry for them, and their own farm. They raise strictly grass-fed and finished beef, lamb and heritage pasture raised pigs on their ranch. They finish their animals, and then haul them to a provincially inspected abattoir where they are slaughtered, inspected, vacuum packaged and frozen. They bring the finished product back to the ranch where they have large walk-in freezers to warehouse everything. From there they fill orders from their inventory and deliver them personally into both Edmonton and Calgary - both 300 km from their ranch - using their freezer truck.

Currently, they have three full-time employees: one to manage the pork operation, one to assist with their beef and lamb operation, and their daughter who manages the freezer, the processing of orders and delivery. Dylan and Colleen also work full-time but do not draw a salary.

**8. Other Logistics: Product & People**

The product originates from Dylan and Colleen's ranch and from two other cooperator farms. They deliver their product with their own freezer truck. It is delivered direct-to-consumer and to retail outlets.

**9. Membership requirements**

Cooperator farms must meet all of their quality parameters: unsprayed lands where animals are raised; unsprayed feed; and the animals processed cannot have received antibiotics, artificial growth agents, chemical insecticides, animal by-products or ionophores.

**10. Looking Ahead**

Their business is in rapid growth and they plan to continue expanding until they have reached their carrying capacity on their ranch. At that time they will decide whether they are going to expand further.