



NewTM
Sprout
organic farms



Growing the Appalachian Food Economy The Role of The “Agripreneur”



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Business activities and business model?

- Certified Organic Farm, cultivating 50+ acres in the Asheville area.
- Serving demand from Grocery, Restaurant, CSA and Wholesale distribution channels.
- Partnering with organic growers around the region to form mutually beneficial relationships to meet market demand for the New Sprout brand.
- “For-Profit Aggregator”, filling a void in the mainstream marketplace for local, regional, organic produce.



Why have you chosen this entrepreneurial path?

- Started growing seven years ago to be able to do something real with my children – no regrets.
- My hobby became my passion which then became my business.
- Farming is high risk. However, the risk is worth taking for the opportunity to combine your passion with a business where demand is large and supply is relatively small.
- Ultimately want to see market demand met by local and regional producers instead of long distance suppliers (e.g. CA, Mexico).



What have been your major successes?

- Establishment of a brand that resonates with our wholesale buyers and ultimately the consumer.
- Development of a reputation in the market for high quality organic produce that rivals top California producers.
- Attracting the right talent in order to continue to grow a successful farm and business. After all, one person can't do it all.



What motivates your customers to buy from you?

- Educated consumers are motivating wholesale buyers to identify local and regional farmers with high quality organic produce.
- Our buyers place value on a strong product line with a strong brand because that is what their customers are demanding.
- Brand integrity – people want to know where their food comes from and know that it's fresh, wholesome and safe.
- Local Food is Fresher! Our produce doesn't travel 3,000 miles over a 4-5 day period to to its destination. Example: one of our main fields shares a property line with the Ingles Markets distribution center. Location is no accident.





www.newsproutfarms.com