

# GOOD NATURED FAMILY FARMS™

Good Earth • Good Food • Good Life



**Diana Endicott**  
**Farm to Market Coordinator**

# Balls Foods Stores



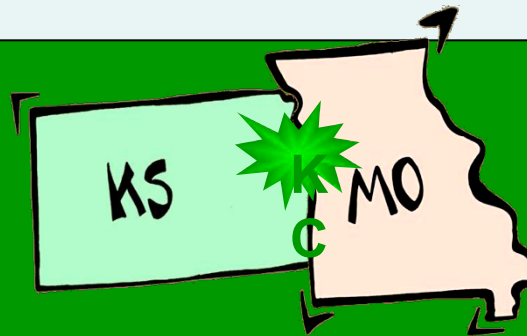
**11 Hen House Markets**



**17 Price Chopper Stores**

## Good Natured Family Farms – Scaling Up To New Markets

- An alliance of 150 small to mid-size Family Farms.
- An association of Co-ops, Communities, and individual Family Farms.
- Diversity in size from truck gardens to farms a thousand acres.
- Inclusive of beginning farmers to 3rd and 4th generation farms.
- Located within a 200 mile radius of the KC metro area.
- Produce a full line of Locally Grown Farm Fresh Foods.



# Good Natured Family Farms - Farmers



# Good Natured Family Farms - Product Line

**GOOD NATURED  
FAMILY FARMS™**

Good Earth • Good Food • Good Life



Feel Good About Your Food



# Good Natured Family Farms – Management Team = Partnerships



**Diana Endicott**  
Owner/President



**Gary Endicott**  
Owner & Processing  
Plant Manager



**Otavio Silva**  
Sustainability  
Director

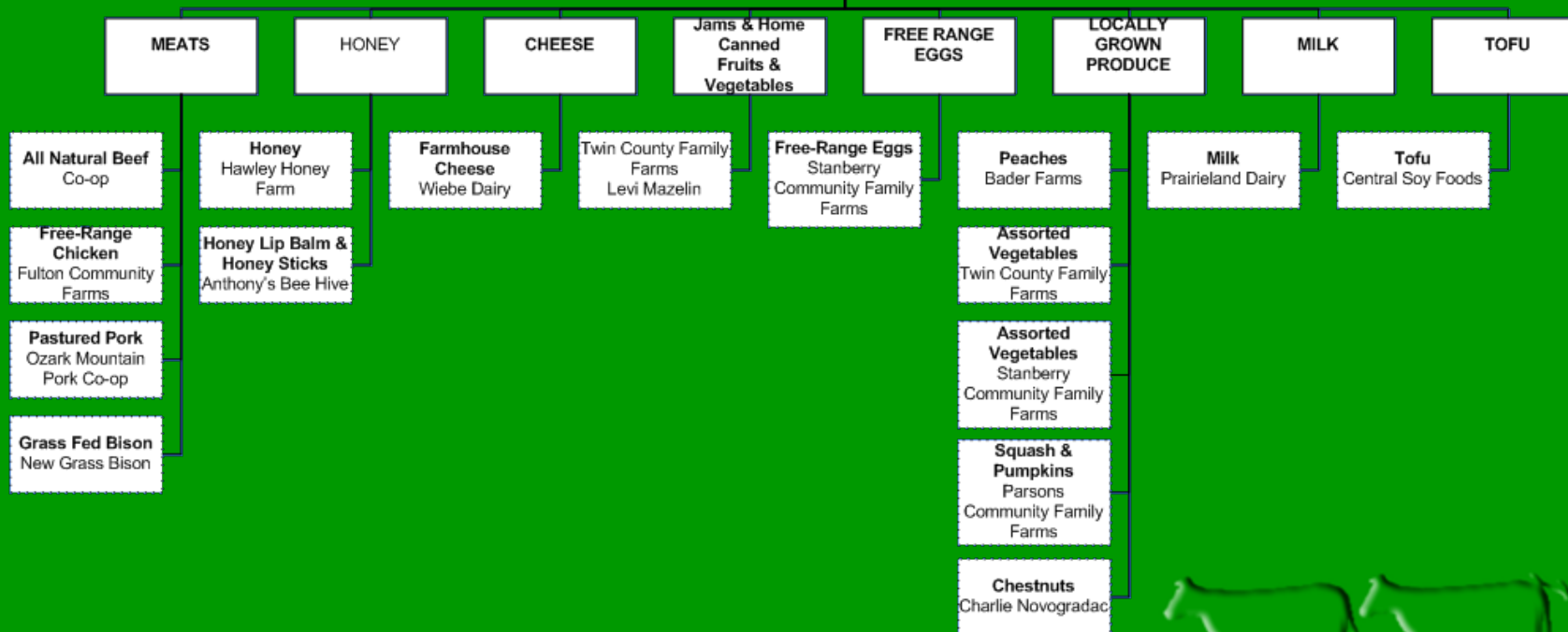


**Chris Shea**  
Operations



**Dell Housworth**  
Balls' CW

Good Natured Family Farms  
Farmer Management Team



# Supply Chain Management



Farmer



Processor



Aggregation



Distribution



Retail/Food



Consumer



# Packaging Produce on the Farm



- **One of the few products that can be packaged and graded on the farm**





# On Farm Grading and Packaging



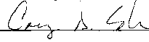
# Quality & Food Safety Standards - Produce

## Certificate of Accomplishment

*Simon Troyer*

has completed 7 hours of food defense and safety training as presented by the University of Missouri Extension as required of fresh fruit and vegetable vendors participating in the Buy Fresh Buy Local program at Balls Food Stores

May 16, 2008



Crystal Weber  
University of Missouri Extension Specialist

## United States Department of Agriculture



This is to verify that The *John Doe Company of Any town, USA* has Successfully Passed the Applicable Elements of The

### USDA Federal-State Audit Program

GOOD AGRICULTURAL PRACTICES AND GOOD HANDLING PRACTICES

SAMPLE CERTIFICATE

Valid Through  
Sample Only

United States Department of Agriculture

Date



# On-Farm Refrigeration



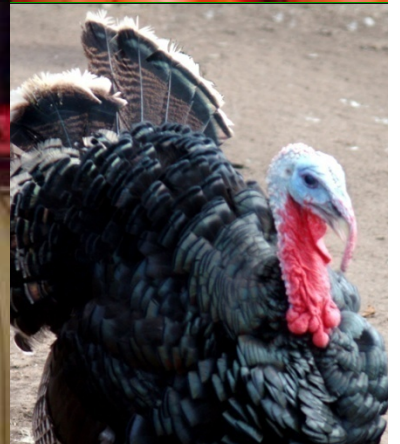
- **Bates County Mennonite Produce Packing House**
- **Horse Power**



# Product Delivery



# Year Round



# In-Store Signage



# In-Store Signage



# Farmers' Table





# Community Supported Agriculture



**Limited Time Offer**

**Eat Local, Eat Healthy & Save Money**

Join the first, all-local, retail Community Supported Agriculture Program brought to you by two of Kansas City's foremost names in local foods: Hen House Markets and Good Natured Family Farms. Memberships are available for a limited time only at the Hen House Market at 87<sup>th</sup> & Lackman in Lenexa.

When you join, you receive:

- ◆ Special membership pricing (up to 30% savings) on a weekly selection of exceptional local products
  - ◆ Special member only events
  - ◆ Local Farm Newsletter
  - ◆ *Simply In-Season* Cookbook
  - ◆ 2 recyclable tote bags
  - ◆ 2 bill caps
  - ◆ First dibs on limited quantity local products
- Come by Hen House Market at 87<sup>th</sup> & Lackman this Saturday from 10 AM - 2 PM for details and registration.



**HEN HOUSE MARKET**  
Market 7 Days a Week  
[www.henhouse.com](http://www.henhouse.com)

**GOOD NATURED FAMILY FARMS**  
Good Earth • Good Food • Good Life  
[www.goodnatured.net](http://www.goodnatured.net)

Hen House Markets' Growers' Alliance and Good Natured Family Farms are joining forces to build Community Supported Agriculture for Kansas City

# Community Supported Agriculture



# Sysco's Garden



# Sysco Visits Farms



# Collaborative Social Responsibility: from Farms to Vulnerable Communities



**Faith-Based  
Community**



**Workplace Wellness CSA**



**Head Start  
Farm to School**

