

INNOVATION

A USDA Quality System Verification Program which provides standard operating procedures for all-natural beef and free-range poultry farms.

ACCOMPLISHMENTS

- ▶ Developed a comprehensive USDA Quality System Verification Program (QSVP) Manuals for all-natural beef and free-range chicken.
- ▶ The QSVP model provides comprehensive standard operating procedure for identification, traceability, and label claim verification for production, processing, and retail sales.
- ▶ Developed and trademarked 'Good Natured Family Farms'- the infrastructure that joins together a local alliance of small family farms and their processing and retail affiliates together into a network for delivering products that are distinct in taste and image.



COMMERCIALIZATION

- ▶ Partnered with Balls Food Stores, a chain of locally owned and operated supermarkets in the Kansas City area, to bring local, all-natural beef and free-range chicken to urban consumers.
- ▶ Developed a line of products including:

<i>all-natural beef</i>	<i>farm-house cheese</i>
<i>free-range chicken</i>	<i>glass bottle milk</i>
<i>free-range brown eggs</i>	<i>fresh-squeezed orange juice</i>
<i>all-natural pork</i>	
<i>sausage</i>	

IMPACTS

- ▶ Achieved wholesale gross sales in 2004 of \$2.5 million under the 'Good Natured Family Farms' all-natural, branded food product line.
- ▶ The Good Natured Family Farms Alliance today has forty local family farm members that sustainably farm over 16,000 acres of farmland.
- ▶ Identified 1800 customers who purchase Good Natured Family Farms products on a regular basis.

SBIR COMPETITIVELY AWARDS SMALL BUSINESS GRANTS FOR INNOVATIVE RESEARCH THAT HAS THE POTENTIAL OF SOLVING IMPORTANT AGRICULTURE AND RURAL DEVELOPMENT PROBLEMS.