Family Farms are Small Business

Cameron Molberg
CEO and Owner
World’s Best Eggs, LLC
Coyote Creek Organic Feed Mill
2015 Wholesale Organic Feed Sales
By Central Texas County

- Lee County: $44,844
- Williamson County: $39,300
- Bastrop County: $197,100
- Caldwell County: $65,700
- Hays County: $7,303
- Travis County: $1,079,529

Total: $1,433,776
$1,433,776

- What does this number represent?
  - Feed is an input used by farmers to raise livestock to produce livestock products
  - This number represents the wholesale cost of the feed paid by family farms in the six county region
  - Simply put - it’s a piece of a bigger pie
Let’s Do the Numbers

• Feed cost on average is 46% of the final wholesale product’s sale price (or market value).

• $1,433,776 = Feed Cost

• $3,116,905 = Product’s Wholesale Value
On the Statewide Level

Feed Sales

$5,915,347

Product’s Wholesale Value

$12,859,451
Where Are These Products Sold?

- Whole Foods Market
- Central Market
- HEB
- Natural Grocers
- Food Distributors
- Callahan’s
- CSAs
- Independent Retail Stores
- Restaurants
- Bakeries
- Farmers Markets
- Food Co-ops
- Further Processing
- Pharmacies
Annual Growth

<table>
<thead>
<tr>
<th>Year</th>
<th>Feed Sales</th>
<th>Products Produced</th>
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</thead>
<tbody>
<tr>
<td>2013</td>
<td>2,000,000</td>
<td>4,000,000</td>
</tr>
<tr>
<td>2014</td>
<td>4,000,000</td>
<td>6,000,000</td>
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<tr>
<td>2015</td>
<td>8,000,000</td>
<td>10,000,000</td>
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But... There’s More!

- Almost no family farms are solely reliant on livestock production for income.
- These farms are Mixed Farms or Mixed Crop – Livestock Farms.
- Livestock product sales (eggs, dairy, chicken, etc.) only make up a fraction of total farm income.
COYOTE CREEK
ORGANIC
FEED MILL

EXPERIENCE THE BEST!