

From 0 to 700,000 in 7

*Working With Family To
Create a Successful Farm
and Cover Crop Seed
Business*

Keith and Audrey Berns

Green Cover Seed - Bladen NE

Providence Farms

Keith Berns family

Brian Berns family



Our “diverse” family



Green Cover Seed

- ▶ 2008 - SARE Grant to look at cover crops
- ▶ 2009 - first sales (1,000 acres)
- ▶ 2010 - first mixes
- ▶ 2011 - first buildings
- ▶ 2017 - 6,000 customers
 - ▶ 20,000,000# of seed
 - ▶ 700,000 acres covered
 - ▶ 58 states, countries and provinces



Blessings and Frustrations

- ▶ We have a platform to be change agents...
- ▶ We can provide for many families...
- ▶ We have met so many great people...
- ▶ God has blessed the timing...

- ▶ Management of people is hard!
- ▶ Running a business is different than farming...

Count Your
Blessings



Roles and Responsibilities

- ▶ Started with family members
- ▶ Added others as we grew
- ▶ 30 full time employees now
- ▶ Management of people is hard!
- ▶ Finding the right people makes it easier!
- ▶ *Get the right people in the right seats*

Character and Characters

- ▶ Must establish shared values to drive the culture and the character of the company
- ▶ When you do not have Character in the culture then you will have Characters driving your culture

"Character is doing the right thing when nobody's looking."

- J.C. Watts



Green Cover Seed Core Values

- ▶ Do the Right Thing
- ▶ Treat People Right
- ▶ Family Matters
- ▶ Education through Innovation
- ▶ Excellence through Teamwork
- ▶ Focused Intensity
- ▶ Creation Stewardship



Vision and Purpose

- ▶ Why do we exist?
- ▶ Where are we going?
- ▶ How will we get there?



Green Cover Seed Purpose (Mission)

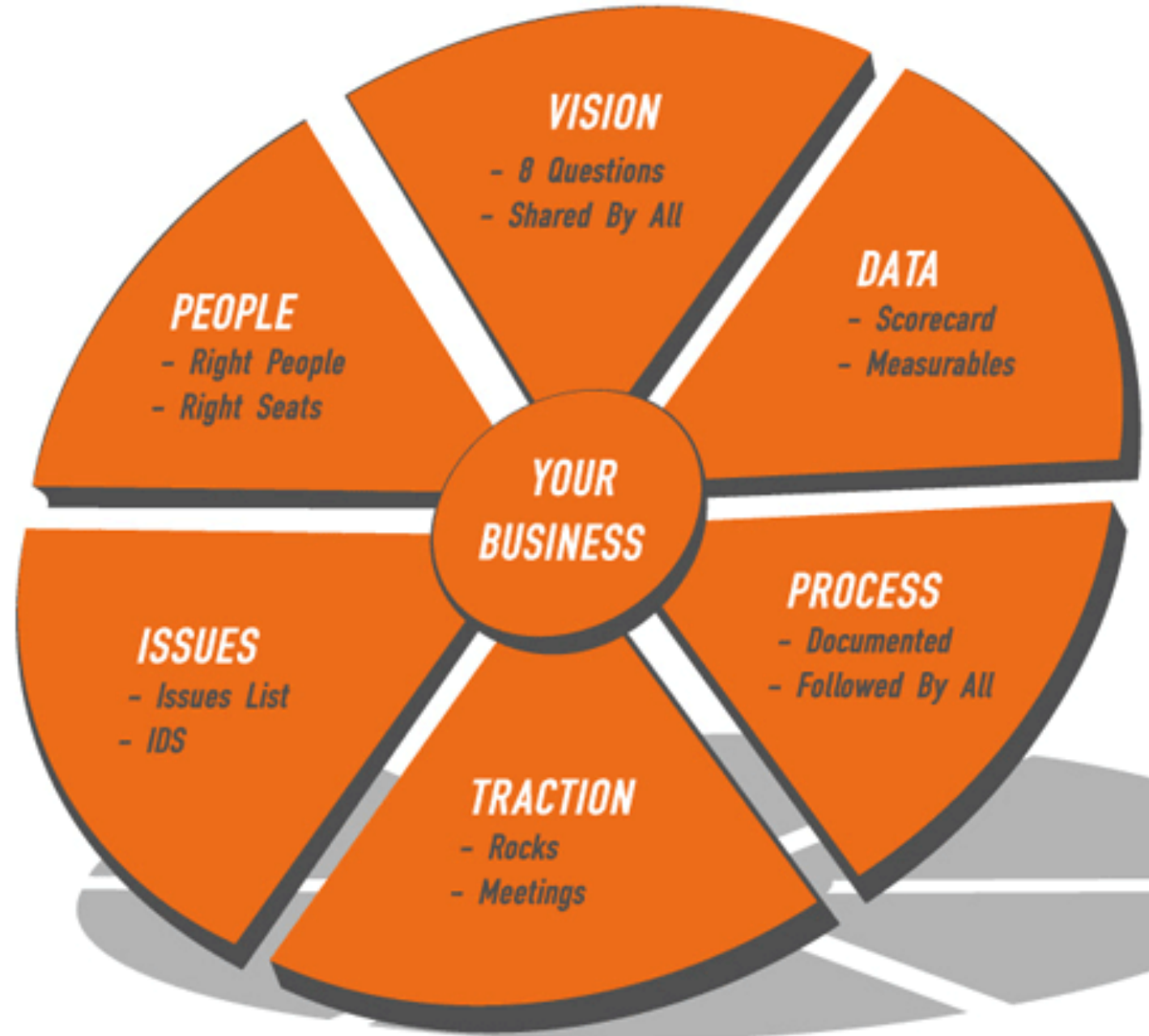
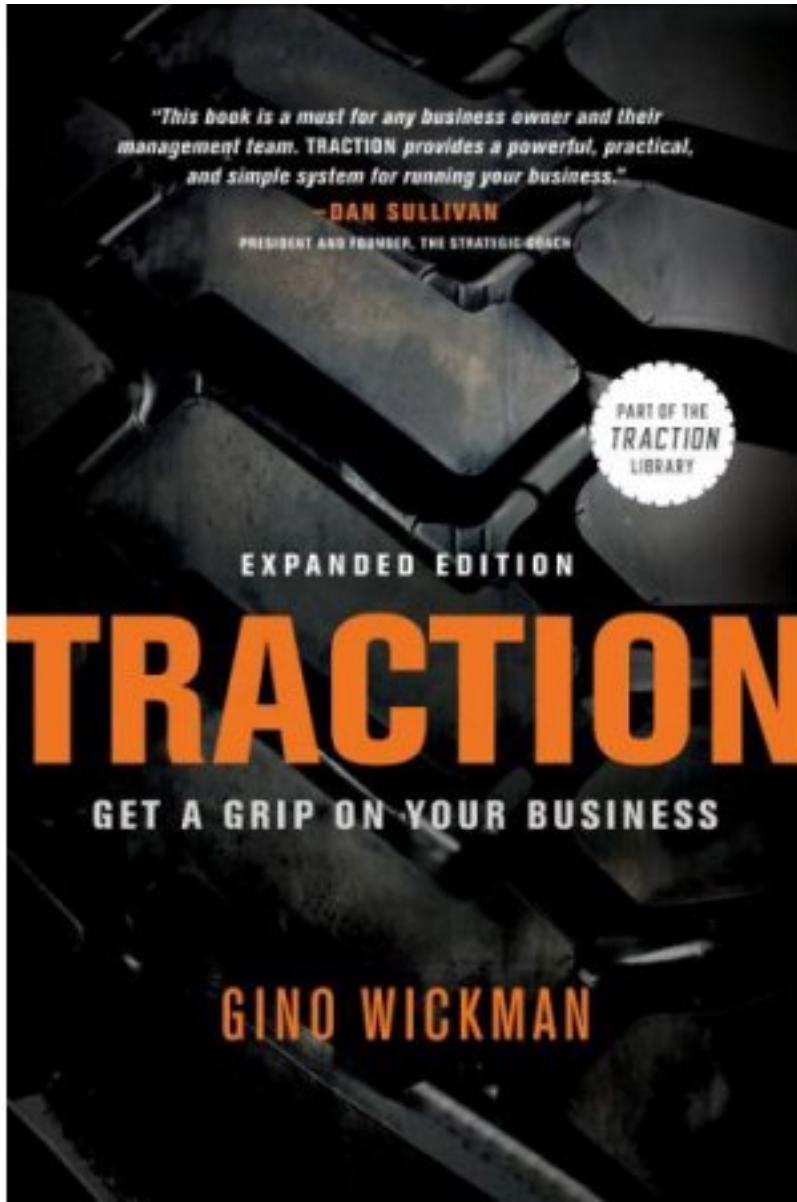
- ▶ To help farmers and ranchers regenerate God's creation for future generations.
- ▶ We do this through education, demonstration and diverse cover crop seed mixes



Challenges and opportunities relevant to the next 30 years of sustainable agriculture

- ▶ **As the regenerative agriculture movement grows, opportunities will abound for the production and marketing of sustainably grown food and related products and services.**
- ▶ **Fortune will favor those who are prepared with the right people and the proper tools, skills, and resources.**

EOS Model





THE VISION/TRACTION ORGANIZER™

ORGANIZATION NAME:

VISION

CORE VALUES	<ol style="list-style-type: none"> 1. 2. 3. 4. 5. 	3-YEAR PICTURE™
CORE FOCUS™	Purpose/Cause/Passion: Our Niche:	Future Date: Revenue: \$ Profit: \$ Measurables: <u>What does it look like?</u> • • • • • • • • • • • • • • • • • • •
10-YEAR TARGET™		
MARKETING STRATEGY	Target Market/The List: Three Uniques: <ol style="list-style-type: none"> 1. 2. 3. Proven Process: Guarantee:	

What will the future hold?

