

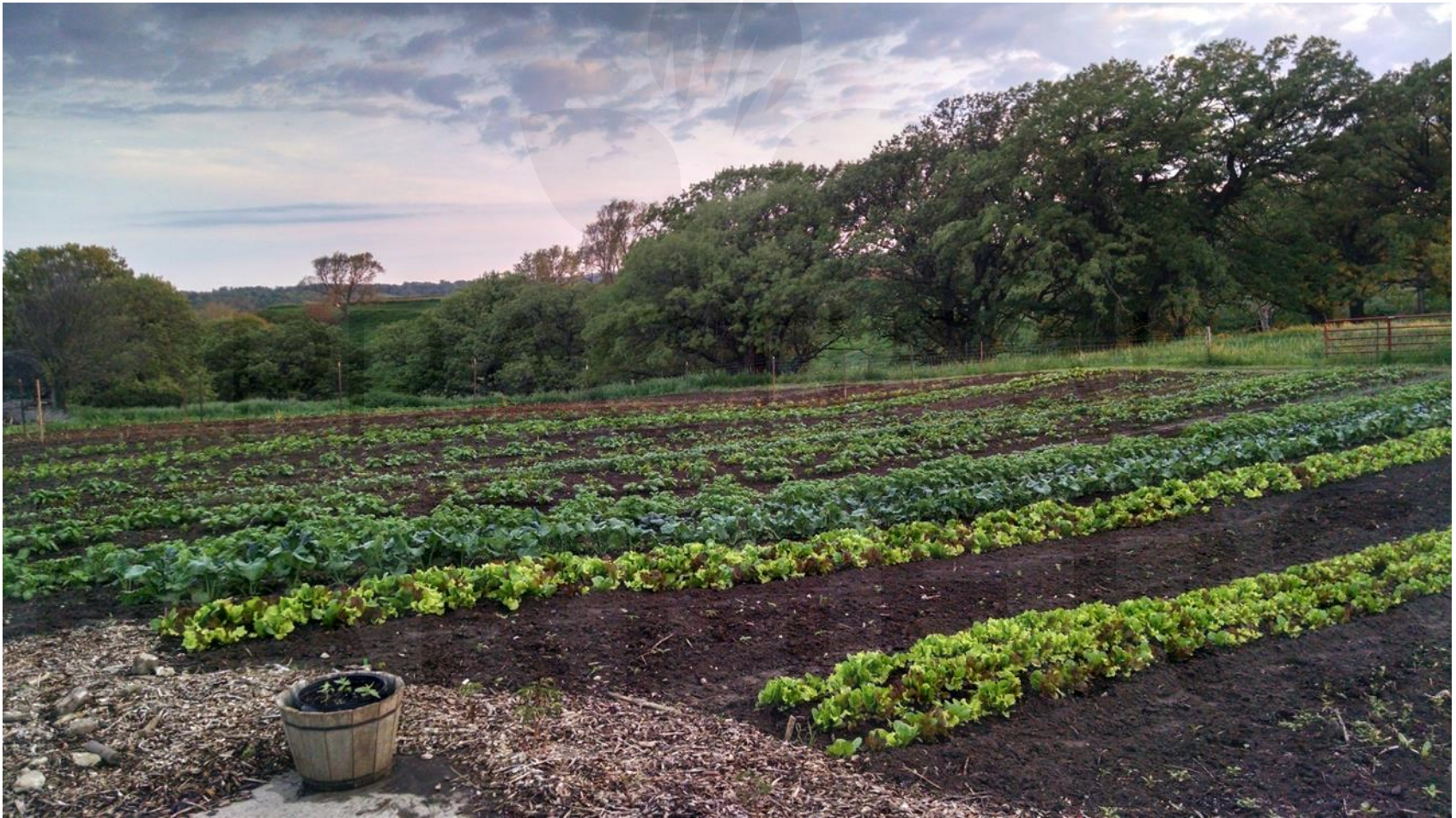


ONE FARM
MARKET
Logan, Iowa

Danelle Myer
Owner | Farmer



About One Farm: Vegetables/Herbs



of Iowa

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About One Farm



of Iowa

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About One Farm

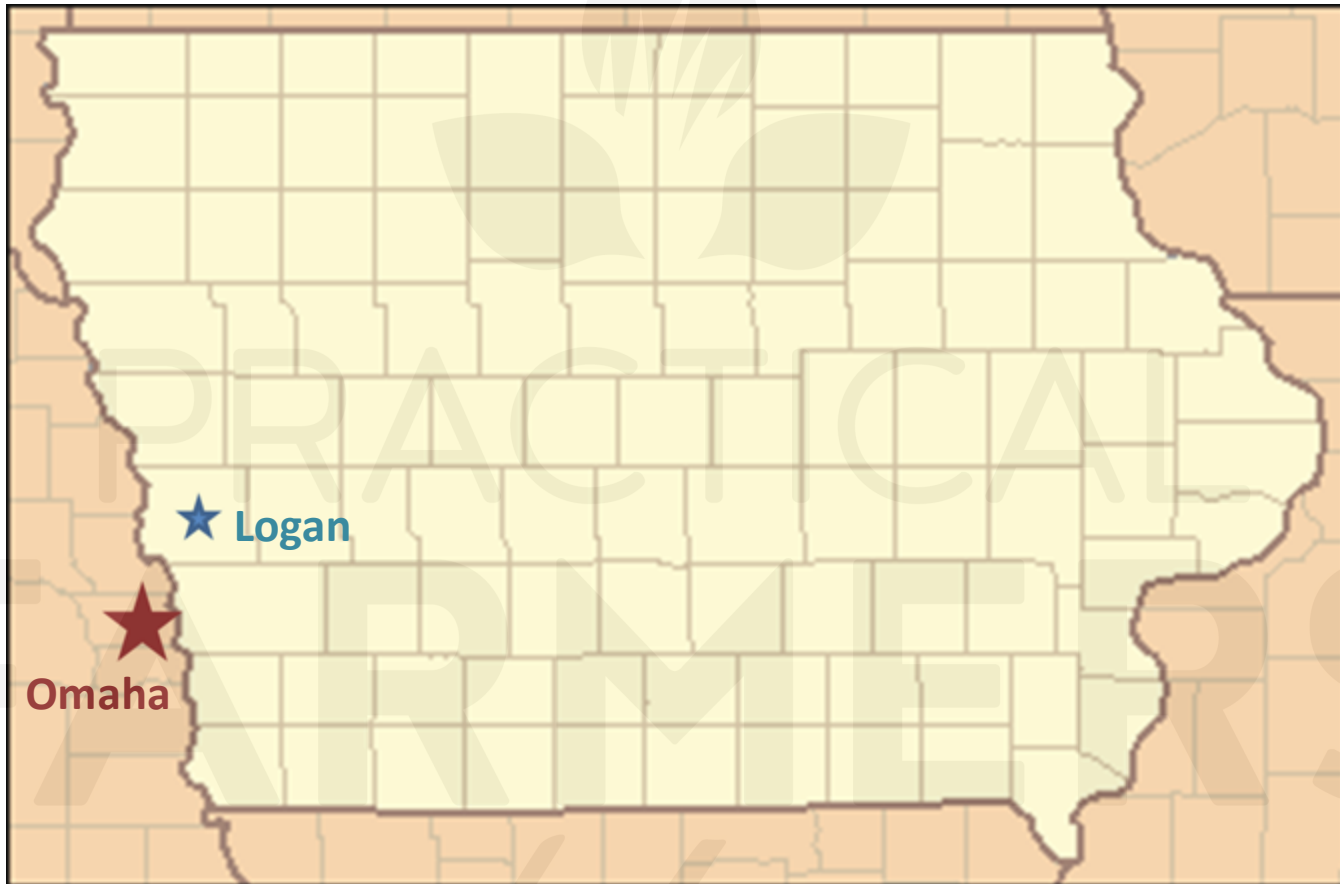


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About One Farm: Location



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About One Farm: Farmers Market



of Iowa

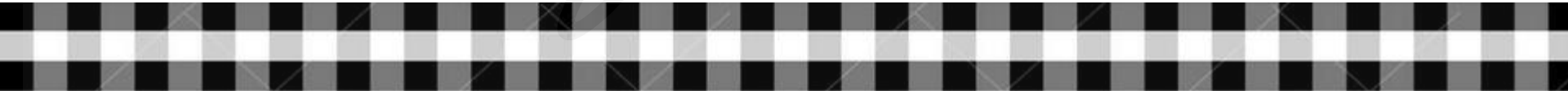
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About One Farm: Online/Popups



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About One Farm: Thanksgiving Box



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About One Farm: Wholesale



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About One Farm

- 2020 was 10th growing season
- Intended to celebrate in some public way
- Looking for next phase for farm
 - Why are we doing this? Where is this going?
 - Profitability lacking
 - Aging; physical wear and tear
 - Work/life balance

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Summer 2020



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October 2020

Pop-Up Market

215 East 7th Street, Logan, Iowa

Tuesdays, 3:30-6:30 + Fridays and
Saturdays, 10-1 through December 20



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Spring 2021



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Product Mix



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Product Mix



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Producer/Maker Connection

Meet the Producers

Glenn and Nicole
of **The Gourmet Granola**
Tuesday, March 30
3:30 to 6:30 p.m.



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Early 2022: Claustrophobia sets in



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Farm Business Coaching Program

Kickoff in June 2022

- Had a year's experience and numbers under my belt
- Had signed second year-long lease for 2022

Coaching through early 2023

- Andy Larson with the Food Finance Institute, University of Wisconsin
- Met monthly; homework, agendas and productive wandering conversation

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Farm Business Coaching Program

How coaching helped me:

- Accountability
- Real-Time Change
- Flexibility
- Learning
- Affirmation
- Confidence

PRACTICAL
FARMERS

of Iowa

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Farm Business Coaching Program

Key Takeaways of Coaching

- Right-sizing the farm for the store
- Increasing net profits was going to require:
 - More hours (from 2 days to 4 days weekly)
 - More employees (built bench from 1 to 2-3 on average)
 - More product (larger orders and expanded product line as I learned my customers' likes/dislikes and what will sell at what price point)
 - More space (needed to move)

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Farm Business Coaching Program

Results of Coaching

- 2022 Gross Sales Goal: 42% over 2021 (actual was 44%)
- Launched an online store (pre-orders paid online with pickup at the store)
- 2023 Gross Sales Goal: 42% over 2022 (actual was 51%)
- Signed a 3-year lease on new space

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August 2023: New Space



Now Open at
217 East 7th!

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August 2023: New Space



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August 2023: New Space



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August 2023: New Space



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Farm Business Coaching Program

Phase 2: Self-Selected Training

- Customer experience + Employee training/management
 - Top priority from the beginning
 - Consistency through growth
- ZingTrain, Ann Arbor, Michigan
 - Online half-day session: Leader's Guide to Performance Management
 - Good tips on training and accountability
 - Challenge: employees work alone (little observation, in-the-moment training and organic communication)
 - In-person two-day session: The Art of Giving Great Service

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