



King DAIRY
BROTHERS



Kings Ransom Farm - 117 years

- 1100 registered Holstein cows**
- 1200 young stock**
- Genetic Marketing Program**
- 2800 acres of crops**
- Fabulous crew of 19 full time 6 part time**


Drink like a King.

King Brothers Dairy - Started 2010

- Team of 5 full time and 6 part time**
- Home delivery 400 customers**
- Food Service 2012 purchased a wholesale distributor**
- 150 Restaurants, C-stores, Daycares**
- 14 Grocery Stores**



Products

Home Delivery 200 items

- Milk, Cream, Buttermilk, Egg Nog, Lemonade, Ice Cream, Eggs, Veggie Baskets, Yogurt, Cheese, Beef, Chicken, Desserts, Fruit, Pork




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Challenges

- Regulations
- Federal Milk Inspections
- New York State Department of Environmental Conservation
- New York State Ag and Markets
- Public Health Department
- FMSA, Food Safety Plans, HACCP, FMMONE



Other Challenges

- Sales
- Who is your customer
- Marketing
- Shelf Space
- Distribution
- Competition
- Employees
- Differentiation
- Inventories




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The Good Stuff

- Create a quality Product and dedicated customers
- Value add to something you already have
- Local Product
- A New Challenge
- Manage the Dairy Price Fluctuation



Future Plans




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Thank You


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