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

- 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...
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
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

VISION
- 8 Questions
- Shared By All

DATA
- Scorecard
- Measurables

YOUR BUSINESS

PEOPLE
- Right People
- Right Seats

ISSUES
- Issues List
- IDS

TRACTION
- Rocks
- Meetings

PROCESS
- Documented
- Followed By All

EXPANDED EDITION
TRACTION
GET A GRIP ON YOUR BUSINESS
GINO WICKMAN
# THE VISION/TRACTION ORGANIZER™

**ORGANIZATION NAME:**

## VISION

<table>
<thead>
<tr>
<th>CORE VALUES</th>
<th>3-YEAR PICTURE™</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Future Date:</td>
</tr>
<tr>
<td>2.</td>
<td>Revenue: $</td>
</tr>
<tr>
<td>3.</td>
<td>Profit: $</td>
</tr>
<tr>
<td>4.</td>
<td>Measurables:</td>
</tr>
<tr>
<td>5.</td>
<td>What does it look like?</td>
</tr>
</tbody>
</table>

### CORE FOCUS™

- Purpose/Cause/Passion:
- Our Niche:

### 10-YEAR TARGET™

### MARKETING STRATEGY

- Target Market/"The List":
- Three Uniques:
  1. 
  2. 
  3. 
- Proven Process:
- Guarantee:
What will the future hold?