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

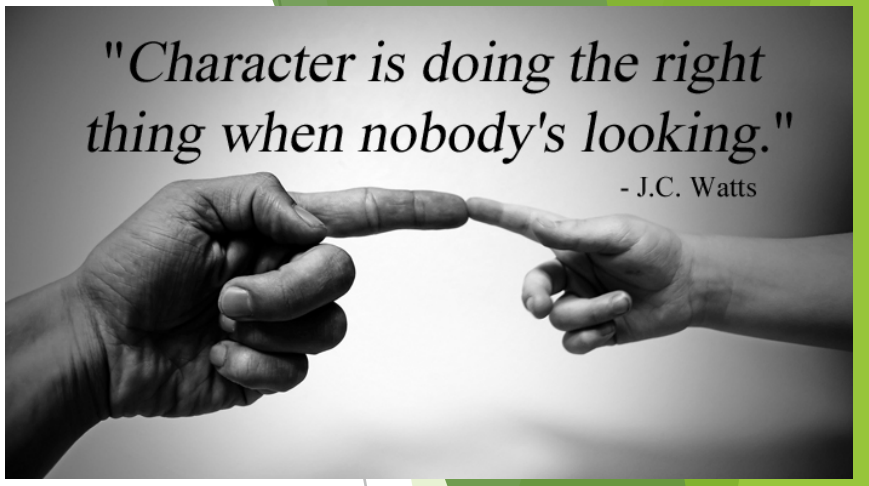
- We have a platform to be change agents…
- We can provide for many families…
- We have met so many great people…
- God has blessed the timing…

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

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

GREENCOVER SEED
COVER CROPS FORAGES

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.

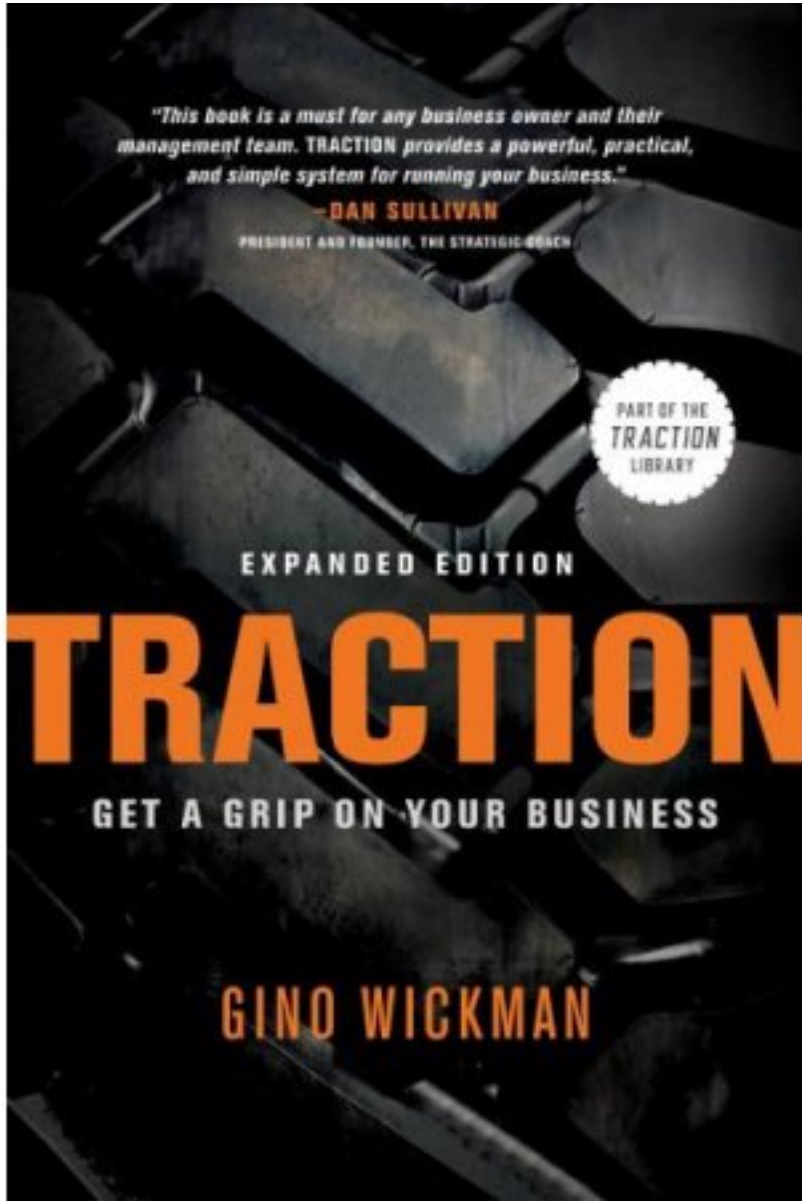
- We do this through education, demonstration and diverse cover crop seed mixes

GREENCOVER SEED
COVER CROPS FORAGES

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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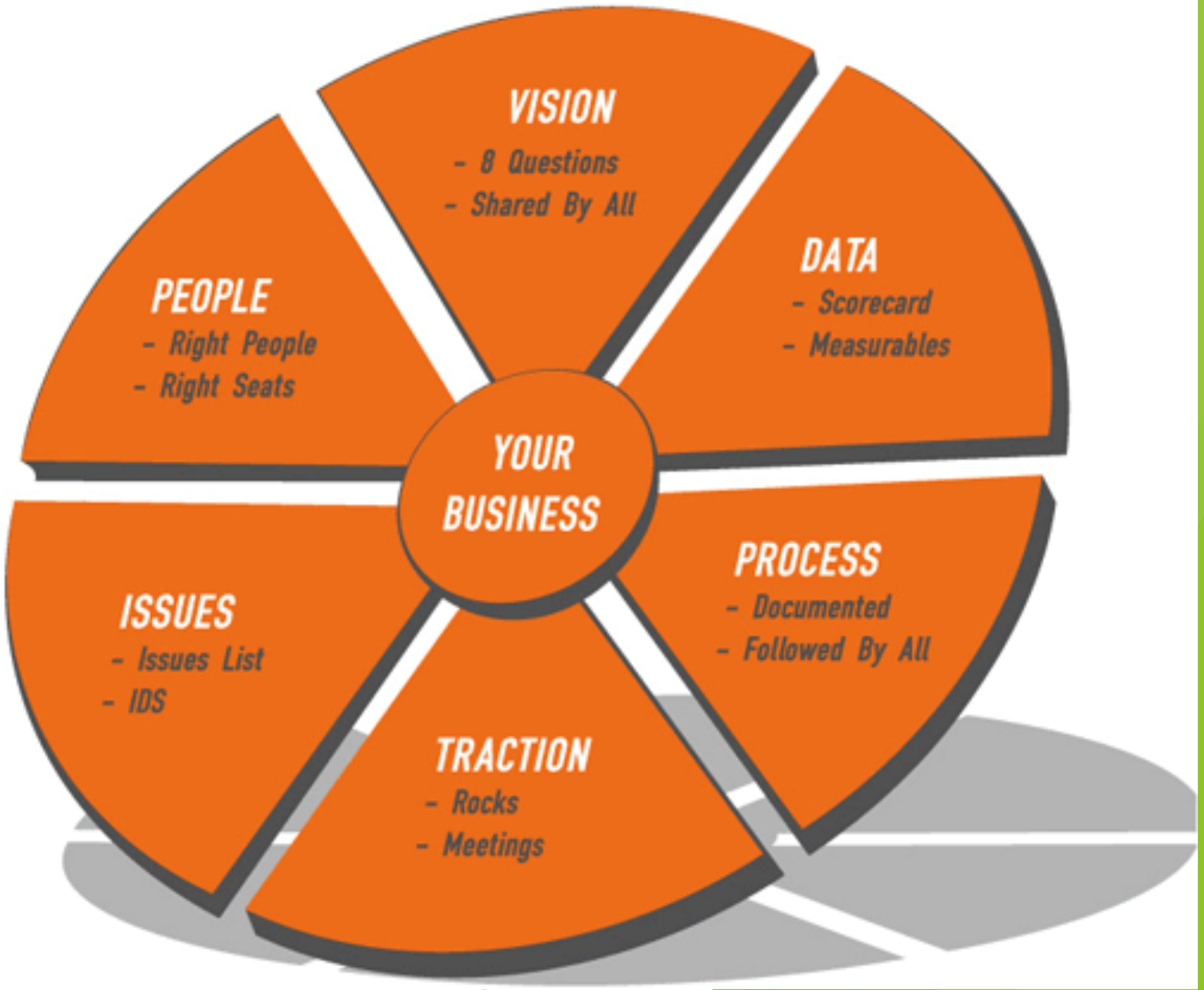
GINO WICKMAN


VISION
- 8 Questions
- Shared By All
DATA
- Scorecard
- Measurables
PEOPLE
- Right People
- Right Seats
YOUR BUSINESS
PROCESS
- Documented
- Followed By All
ISSUES
- Issues List
- IDS
TRACTION
- Rocks
- Meetings

THE EOS MODEL™

THE VISION/TRACTION ORGANIZER™

ORGANIZATION NAME:

VISION

CORE VALUES	1. 2. 3. 4. 5.	**3-YEAR PICTURE™** Future Date: Revenue: $ Profit: $ Measurables: What does it look like? •
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?