



Committed to the future of rural communities.

Florida—Rural Business & Cooperative Service

Local & Regional Food Systems

Know Your Farmer, Know Your Food at Fifth Generation Farms

Outline Of Need:

A fifth generation farming and ranching family in North Florida are living the principals of “Know Your Famer, Know Your Food” on a daily basis. Delvey and Cindy Dicks knew that to keep their family farm productive for future generations, they would have to offset rising production costs and loss of tobacco crop revenue. To successfully market their “North Florida Natural Black Angus” beef, they needed help to brand the product and also have a channel to sell directly to the public.

How Rural Development Helped:

Delvey and Cindy Dicks were awarded a \$197,560 USDA Rural Development Value Added Producers Grant to help them create a successfully marketed branded product — “North Florida Natural Black Angus.” The beef is raised on natural grains and fed on the Dicks farm pastures with no added hormones, antibiotics or animal by-products. It is slaughtered locally under USDA inspection and then



Fifth Generation Farms market sells local produce and products from 25 local producers.

made available for direct purchase at the Fifth Generation Farms fresh foods market in Lake City.

The Results:

The development of “North Florida Natural Black Angus” and “Fifth Generation Farms” has already had a positive impact on the community with over 50 local businesses benefiting either directly or indirectly in the process.

While the Fifth Generation Farms fresh storefront market opened only months ago, it is already promoting products from 25 local producers, and the list continues to grow. Twelve new jobs have been created and educational events promoting Know Your Famer, Know Your Food with fresh, locally grown products have been conducted with more than 100 adults and children participating.

February 2012

Fast Facts

Program: Rural Business Programs

Investment: \$197,560 Value Added Producers Grant
\$197,560 North Florida Natural Black Angus

Partners: Fifth Generations Farms

Congressional District: FL—4

Demographics

Lake City, Columbia County, FL
Rural Population—9,980

Impact:

- Working capital to brand and market product.
- Market impact for Fifth General Farms which sells locally grown food from 50+ businesses.

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