Agricultural Outlook Forum
U.S. Department of Agriculture

Presented: February 18-19, 2010

Eden Farms Certified Berkshire Pork

Kelly Biensen
Punxsutawney Phil
My Background

• 4th Generation producer from a 134 year old family farm in State Center, Iowa
• Master Seedstock Producer
• Iowa’s Outstanding Young Farmer
• Founded Eden Farms in 1998
Eden Farms

- Eden Natural LLC dba Eden Farms
- Supplier of 100% Berkshire Pork
- 100% Producer Owned, with 28 family farms
- Has 3 full-time and 1 part-time employee.
- Five producers serve on the Board of Directors for three year long terms
Eden Farms

- Producers are required to sign multiple documents including a Packers & Stockyards waiver.
- Producers own the hogs from birth to market and the company sells the pork after the pigs are harvested.
- Producer’s checks are cut within 3 days.
WRITTEN ACKNOWLEDGEMENT AND
WAIVER OF STATUTORY TRUST

ON THIS DATE I AM ENTERING INTO A WRITTEN AGREEMENT FOR THE
SALE OF LIVESTOCK ON CREDIT TO:

EDEN NATURAL LLC
P.O. BOX 87
STATE CENTER, IOWA

A PACKER, AND I UNDERSTAND THAT IN DOING SO I WILL HAVE NO
RIGHTS UNDER THE TRUST PROVISIONS OF SECTION 206 OF THE PACKERS
AND STOCKYARDS ACT, 1921, AS AMENDED (7 U.S.C. 196, PUB. L. 94-410)
WITH RESPECT TO ANY SUCH CREDIT SALE.

THIS WRITTEN AGREEMENT FOR SUCH SELLING ON CREDIT:
(CHECK ONE)

__ COVERS A SINGLE SALE

__ PROVIDES THAT IT WILL REMAIN IN EFFECT UNTIL______________.

__ PROVIDES THAT IT WILL REMAIN IN EFFECT UNTIL CANCELED IN
WRITING BY EITHER PARTY.

Date: ______________________

Signed:_____________________ for SELLER

Signed_____________________ for Eden Natural LLC
ON THIS DATE I AM ENTERING INTO A WRITTEN AGREEMENT FOR THE
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What Sets Us Apart

• Signature Pork Product
• A Series of Attractive Labels
• A “Feel Good Story”
• Consistent Genetics
• Tremendous Meat Quality
Berkshire Facts

• Discovered over 300 years ago by Oliver Cromwell’s army.
• The Berkshire bloodstream has been pure for hundreds of years and it’s the oldest breed of swine.
• The first Berkshires were imported in the US in 1823.
• Prized for their exceptional carcass quality.
• Berkshire is considered by many the Kobe of pork.
Eden’s Protocols

• 100% Registered Berkshire Breeding Stock
• No antibiotics or hormones to promote growth
  • 100 Day Withdrawal
  • Antibiotic Free
• Vegetarian Feed, No Animal Bi-Products
• Room to Move – 12 square feet per pig
• No Gestation Crates
Producer’s Role

• Raise a healthy pig in a sustainable environment

• Deliver hogs to Pine Ridge Farms in Des Moines, Iowa on Tuesday evening

• Attend Annual Producer Meeting

• Be loyal to each other and the company as a whole
Producer Incentives

• Price premium is consistent throughout the year and doesn’t follow the commodity market

• No sort, No contracts, No commission - OWNERSHIP

• Partial reimbursement for producers who are more than 100 miles from the packing plan

• Business pays Pork Check-Off
Producer Savings

- Operating Capital
- Accounts Receivable
- New Product Development
- Reserves for Catastrophic Events
Processed at Pine Ridge Farms

• Pigs are harvested first in line every Wednesday @ 6:00 a.m.

• Hang for 24 hours for cool down

• Carcasses are cut and packaged Thursday @ 6:00 a.m.

• Production hygiene is superb
Product Inspection
Product Inspection

• Hand inspect every loin

• Loins that do not meet our strict criteria are removed from regular production and sold to select customers at a discounted price

• Attention to detail is crucial because the expectations of our customers are extremely high
Product Inspection

National Pork Board 6 Point Color Scale
Sales

• Sales are driven by the amount of loins sold
• Educate and inform distributors sales staff
• Customer expectations leads to new product development
Customer Base

- The majority of our product is sold to specialty distributors, retail markets, and further processors on each of the Coasts.
- White tablecloth Restaurants
- Consumers have a more disposable income
• Most products are sold as primal cuts with minimal portion control

• Most all further processed products contain no added nitrites, nitrates, or MSG

• 130 codes for different products
Products

• Berkshire Hams, Bellies, and Boston Butts have become extremely popular for producing dry cured charcuterie.

• Prosciutto, Pancetta, Sausage, and Salami are just a few.

• La Quercia and Salumeria Biellese are two of our primary customers who use this cuts.

• Chefs also produce their own charcuterie in house.
• Utilization of the whole carcass is crucial

• Unused cuts are diverted to the commodity market at substantially lower prices

• Under Utilized Products - Hams, Bellies, Back Fat, Trim

• Value Added Products - Pulled Pork, Bacon, Franks, Bratwurst, Sausage
Difficulties

- Fix Costs
  - Processing
  - Office Overhead
- Berkshire Breed Factor
  - Lower % lean cuts
  - Lower Feed Efficiency
  - Smaller Litters
- Accounts Receivable
  - Slow Paying
- Labeling
  - All Natural, Ingredients
- Markets
  - High Feedstuff Cost
  - Low Hog Prices
  - Low Commodity Meat Prices
Eden Farms

- Openness & Transparency
- Commitment & Loyalty
- Producer Profitability
- Provide great meal for the consumer every time
Thank You!

Contact Information

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