

VALUE ADDED PRODUCER GRANT SUCCESS



SOUTHERN
EXTENSION
RISK
MANAGEMENT
EDUCATION

SHIPLEY FARMS | VILAS, NC

In 2016, Shipley Farms in Vilas, North Carolina received a \$250,000 Value-Added Producer Grant (VAPG) to support the farms wholesale business to local restaurants and butchers. The grant also helped Shipley Farms establish a retail market to sell their products both directly and online. This process took place during a transformational period for the Shipley family. Before 2013, Shipley Farms was notorious for breeding and raising quality beef, but the family switched gears to embrace the new adventure of producing finished beef products to complement the farms excellent breeding practices.

The family began farming this ground in the Southern Appalachian Mountains in 1872. During the years, the Shipley's have expanded to multiple farm properties, but the original grounds in Watauga County have withstood the test of time. For many decades the Shipley's have preserved a reputation for their knowledge of farming and livestock, and continue to maintain that reputation to date.

Today, the Shipley's continue the tradition of breeding and raising quality cattle. However, now the family has the unique opportunity to watch their operation come full circle. As a result of selective and cross-breeding techniques, the cattle of Shipley Farms graze the luscious mountainside pastures of the Appalachians to produce exceptional beef products to feed customers all over the world.



Photo courtesy of Shipley Farms

“The grant enabled us to produce a branded product in a packaged meat that could sustain our farm and other farmers around us.”

—Gray Shipley, Shipley Farms

The Southern Risk Management Education Center ([SRMEC](http://srmec.uaex.edu)) seeks to empower producers to manage marketing and price risks which includes promoting the Value Added Producer Grant (VAPG) program. The VAPG program helps farmers and ranchers understand, develop and implement diversification strategies to enhance their business' products. In partnership with Agricultural Marketing Resource Center ([AgMRC](http://agmrc.org)), SRMEC promotes successful value added ventures across the Southern region. To learn more about farmer and rancher VAPG successful stories visit srmec.uaex.edu/News/vapg-success-stories.aspx.

Understanding “Value-Added”



The USDA defines “value-added” as any agricultural commodity or product whose value has been increased by:

- Undergoing a change in physical state (e.g., turning fruit into jam);
- Being produced, marketed, or segregated for its special character or identity (e.g., GMO-free, organic, grass-fed);
- Transforming natural resources into energy on the farmstead (e.g., biodiesel);
- Being aggregated and marketed as a locally-produced food (e.g., as part of a Buy Local campaign, state-produced branding or labeling effort); or
- Linking farmers with local and regional supply networks in which they are equal partners (e.g., farm to school or other mid-tier value chains)

Visit srmec.uaex.edu/News/vapg-success-stories.aspx to read value-added success stories!