

# VALUE ADDED PRODUCER GRANT SUCCESS



SOUTHERN  
EXTENSION  
RISK  
MANAGEMENT  
EDUCATION

## HICKORY HILL MILK | EDGEFIELD, SC

Located in the heart of Clemson country in Edgefield, South Carolina sits Hickory Hill dairy farm. Hickory Hill is a fourth-generation family farm run by Watson and Lisa Dorn, with the help of their children Daniel and Courtney. The Dorn family settled this land as home in 1764 and have established a culture for farming and family ever since. In 2008, Watson and Lisa embraced the challenging adventure of bottling their milk, a dream of Watson's for many years.

The Dorn family takes pride in producing high-quality dairy products through ethical and humane farming practices. The farm relies on its herd of Holstein cattle that are adequately cared for from birth to maturation. The herd grazes luscious South Carolina forages and are fed a balanced diet to ensure that Hickory Hill maintains a healthy herd of cattle. The onsite production of Hickory Hill milk, blue cheese, and ice cream have established a reputation of quality for the Dorn family. The excellence of Hickory Hill dairy products is revered amongst South Carolina's dairy experts and have become household favorites across the state.

In 2015, Hickory Hill Farm received a Value Added Producer Grant of \$240,000 to meet customer demand of their milk processing operation. The grant was used to fund several expenses to expand the milk processing facility. These expenses included delivery, supplies, marketing, and labor.

*“The grant helped us get to another level. We were able to build our business and expand costs like advertising and packaging.” – Watson Dorn*



The Southern Risk Management Education Center ([SRMEC](https://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](https://www.agmrc.org/)), SRMEC promotes successful value added ventures across the Southern region. To learn more about farmer and rancher VAPG successful stories visit <https://srmec.uaex.edu/News/vapg-success-stories.aspx>.



<https://www.agmrc.org/>

# 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](https://srmec.uaex.edu/News/vapg-success-stories.aspx) to read value-added success stories!