



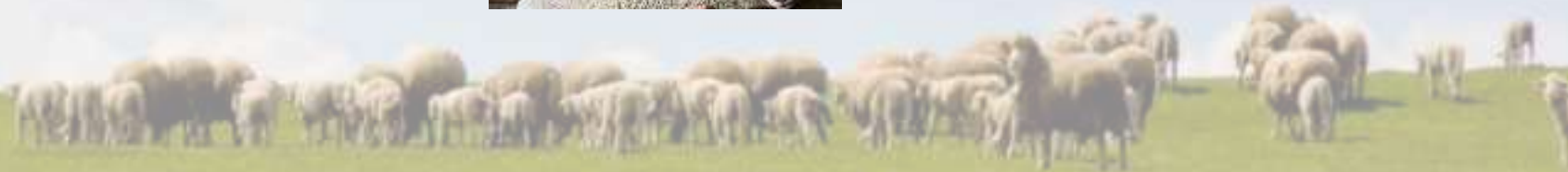
Project Title: Grass Based  
Pipestone in the Southeast  
**Montgomery Sheep Farm**  
**Biscoe, NC**



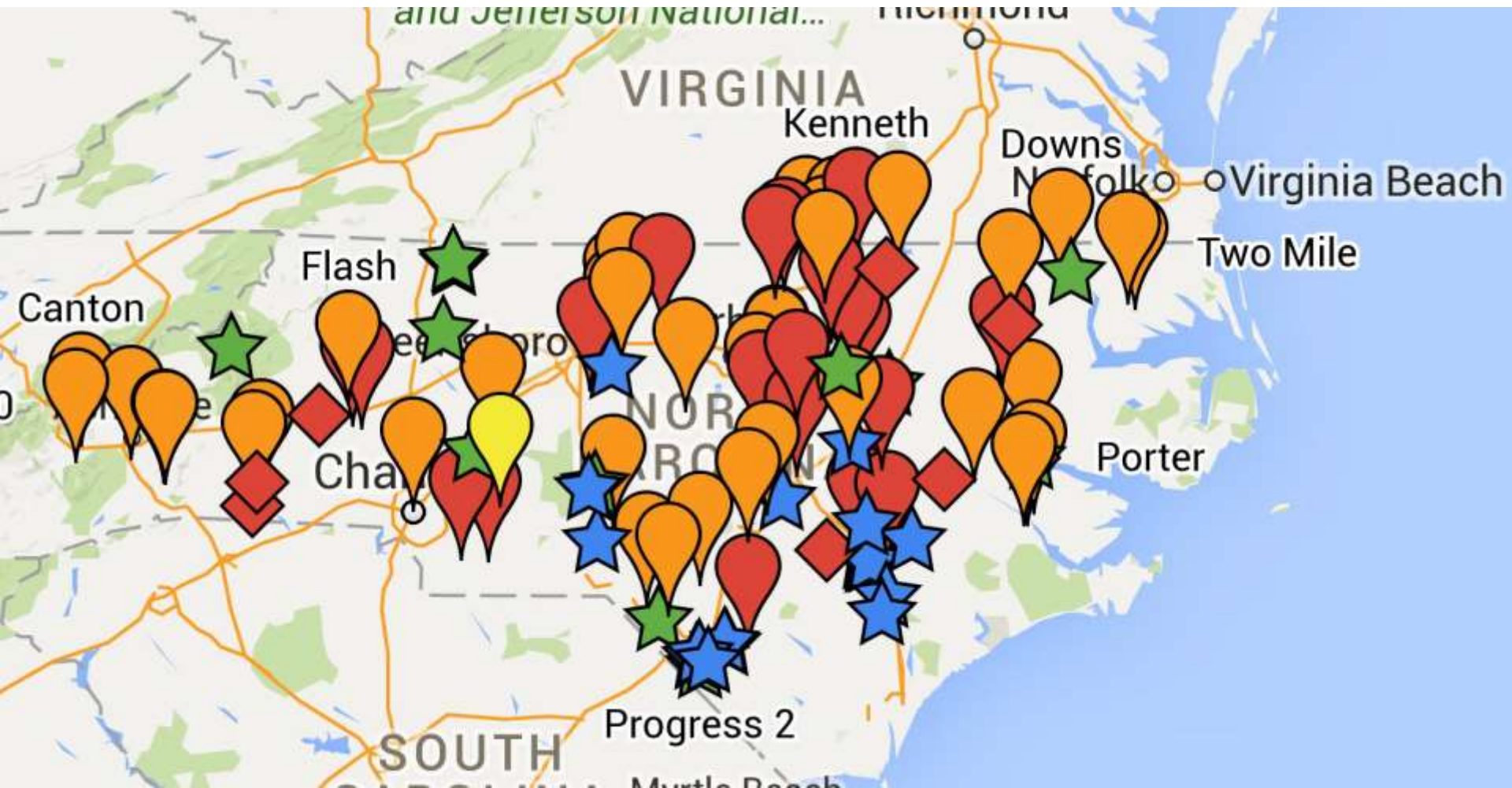


# SRF Business Model

- Relationship with Local Farmers
- Relationship with Solar Farm Owners and Operators
- Relationship with Retail Distribution



# Based in North Carolina







*Records and data are vital and necessary  
to know if farming is profitable.*





# ASI

Grow our flock project

***Through proper genetics and evaluation of data (ie animal weights, management group, Scrapie genotype, gender, breeds, cull reasons, breeding lines and many more criteria including the selection of ewes by the number of lambs produced or by selecting lambs that were one of a double etc..) SRF can increase producer profitability through vertical integration and improve lamb consistency through the use of data driven ram use.***

**Sample metrics include:**

1. Pounds marketed per ewe
2. Ewe flock expansion
3. Farmer Profitability





## ***Sheep Traceability from farm gate to your plate***

The production goal is to grow from 2,000 ewes to 10,000 ewes **[BHAG]** under management in a four state region in five years. The capabilities of the program should allow carcass information captured by farmers, administrators and evaluators at abattoirs to be recorded against individual lamb ID tag numbers and returned to SRF lamb producers. This information has great value not only for the commercial farmer, but also for the terminal sire breeder(s), especially if this can be linked back to sires, breeds and ram producers. We aim to achieve a level of data transparency and availability that informs production decisions. Ultimately, traceability from farm gate to plate is a key strategy for earning premium pricing for rural NC farmers.





# Traceability

*Sun-Raised Farms is implementing a traceability program by supplying an EID tagging option for enrolled flocks. EID Sheep Enrollment will allow carcass information captured by farmers, administrators and evaluators at abattoirs to be recorded against individual lamb ID tag numbers and returned to SRF lamb producers. This information has great value not only for the commercial farmer, but also for the terminal sire breeder(s), especially if this can be linked back to sires, breeds and ram producers. We aim to achieve a level of data transparency and availability that informs production decisions. Ultimately, traceability from farm gate to plate is a key strategy for earning premium pricing for SRF farmers.*







## Review Enrollment Forms

**NOTE: Participation in this EID Traceability Program is voluntary. Enrollment of your livestock does not transfer title or ownership of the enrolled animals to Sun-Raised Farms. Enrollment does not guarantee nor imply a purchase requirement of Sun-Raised Farms to purchase enrolled animals. Animals marketed through the Sun-Raised Farms Retail Meat Program shall be enrolled and shall be tagged with the approved EID tag provided.**







# Montgomery Sheep Farm

*Two primary opportunities exist:*

- A. Scale live animal production with desired genetics to meet supply requirements (address constraints for increasing numbers of sheep) and
- B. Build a demonstration farm to model best practices and standards of care for farm service network while enhancing service of adjacent Montgomery Solar Farm.



# Tour Montgomery Solar

Projects — O2 emc



Shawn

[www.o2emc.com/projects](http://www.o2emc.com/projects)

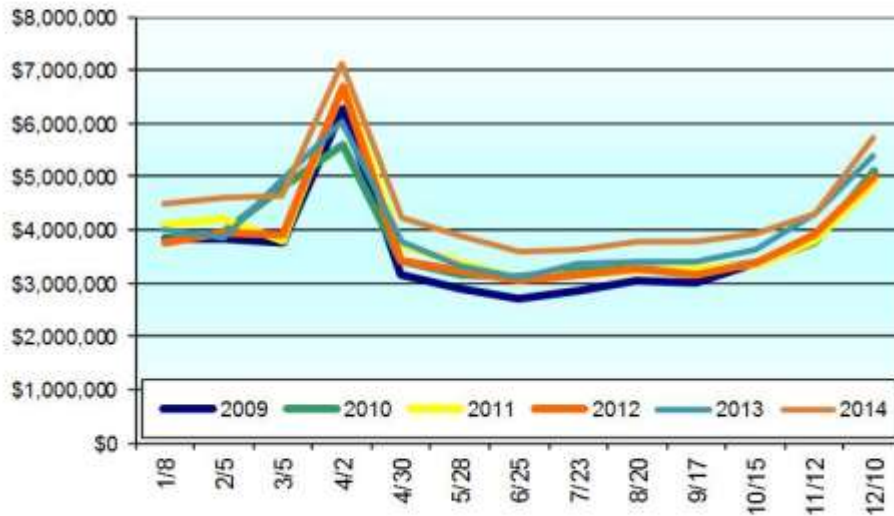


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## Southeast Sales by Year

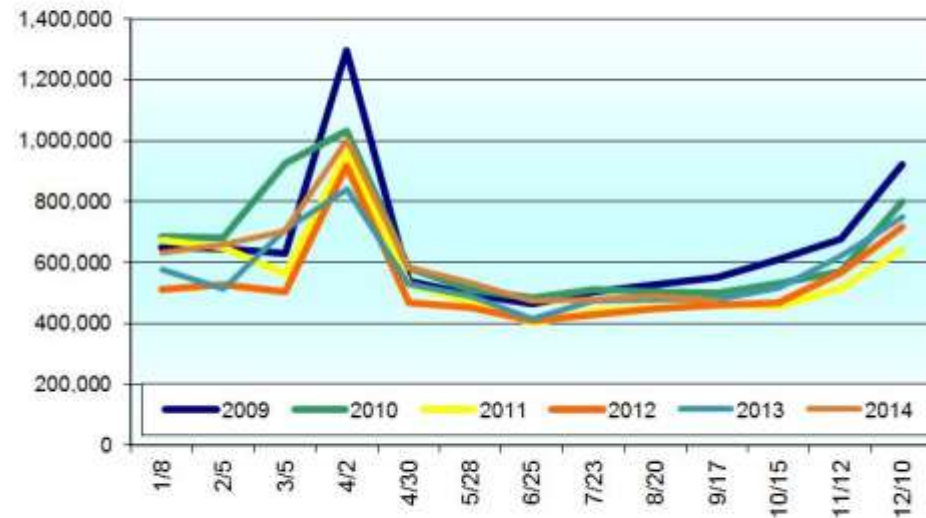
Lamb Dollars Year to Year



**Lamb Dollars show a seasonal spike during the Easter Season:**

**The same is true for volume:**

Lamb Pounds Year to Year



52 Weeks Ending 12/28/2014 – FreshLook Marketing (FLM)

## Lamb Performance by Year



# Protocols

“The mission of \_\_\_\_\_[SRF]\_\_\_\_\_ is to produce and market the best-tasting lamb in the world, by adhering to a strict code of husbandry principles and practices. \_\_\_\_\_[SRF]\_\_\_\_\_ livestock must be humanely treated, fed the finest feeds, never given growth hormones or antibiotics, and raised on land that is cared for as a sustainable resource.”

\_\_\_\_\_ [SRF] \_\_\_\_\_ lamb is:

- ALL NATURAL\*
  - Raised with:
    - **No Antibiotics Ever**
    - **No Added Hormones Ever**
    - **All Vegetarian Feeds**
  - Humanely Raised on Environmentally Sustainable Family Ranches
- \*minimally processed – no artificial ingredients or preservatives





# Mountain & Piedmont





# Dorper Society







# Where are we?

*(1) Acquisition of Electronic Identification (EID) tagging system (Training, Software, Shearwell EID Tags/Applicators, Scanners, Shearwell EID Weigh System) along with drafting scales built into a mobile handling unit for collection of flock data on network farms is complete and operational.*

*(2) 30% of Farmers have enrolled flocks after completion of our first “Traceability” workshop. Enrollment for 2017 placements will continue through January 2017. Application of EID tags on enrolled ewes, rams/sires and retained/market lambs is ongoing and initial data sets are being recorded.*

*(3) A local USDA slaughter plant partner has initiated data collection discovery to quantify “baseline” carcass measurements per lamb processed*

*(4) Partnered with several breeders focused on producing seedstock for high quality, forage based meat production with goals aligned with our “Grass based” Replacement Ewe Terminal Sire Guidelines. Farmer investment in performance tested NSIP rams with EBVs meeting desired qualities is ongoing.*





## More Information:

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