



# Byne Blueberry Farms: Original Organic



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## Farm Profile

- Dick Byne started his blueberry farm in 1980 with the **sole focus on producing organic blueberries**
- The farm has been passed down through **five generations**
- Located in Waynesboro, the operation covers 15 acres of blueberries



## Mission & Vision

- Providing **organic** blueberry products to consumers
- Help consumers with the **added health benefits** through eating fresh and organic fruits

## Value Proposition

- **Family** owned and managed
- **Oldest organic blueberry farm** in the United States
- Strong branding strategy: “**The South’s Original Organic Blueberry Farm**” and **USDA Certified Organic**
- **Sustainable values**
- **Diversity** of value-added products offered

## Buyers’ profiles

- **Local grocery stores**
- **Larger retail stores** like Whole Foods and Fresh Market



## Strengths

- Strong reputation and **brand recognition**
- Potential **health benefits** of blueberries paired with organic practices
- **Robust advertising strategy** using local newspapers and TV ads
- Regular **product innovation**
- **Honey production**

## Opportunities

- Potential to use more **biodegradable or recyclable** packaging
  - **Expand farming operation**
- Increase diversity of **blueberry species** offered
- Offer more **value-added** and original products