

Byne Blueberry Farms: Original Organic



Lane Goodroe¹, Vanessa P. Shonkwiler^{1&2}

¹Department of Agricultural and Applied Economics, ²Center for Agribusiness and Economic Development.

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

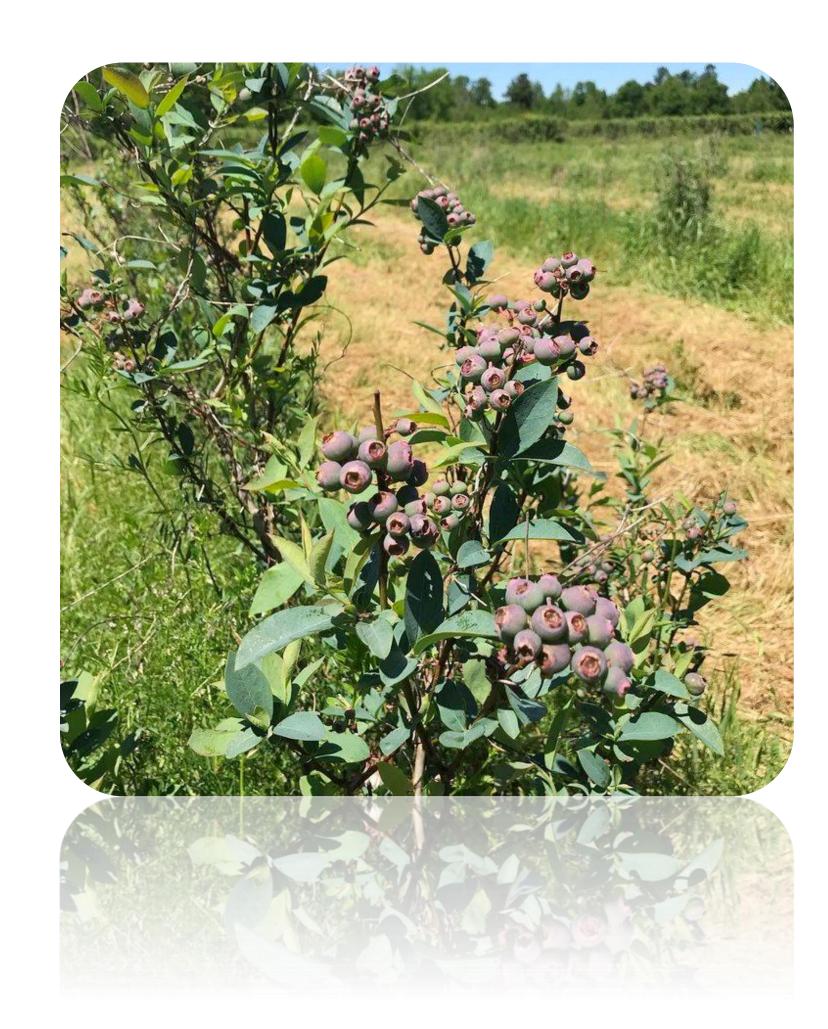
Value Proposition

- 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