



UNIVERSITY OF  
**GEORGIA**

**EXTENSION**

Agribusiness and  
Economic Development

# Rodgers Green Roots Farms: Organic awareness



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## Farm Profile

- Rodgers Greens & Roots Farm is a **USDA certified organic** farm operated by Ms. Ashley Rodgers, the **sole owner and operator** of the farm.
- Located 30 minutes southwest of Atlanta in Douglasville, Georgia, the farming operation covers **64 acres of historic farmland along the Chattahoochee River**.



## Mission & Vision

- RGR's mission is to **facilitate community awareness** of locally grown organic food
- RGR's core values are **quality, integrity, and honest customer experience**.
- Passionate about farming, Ms. Rodgers envision growing the family business to honor her father's **entrepreneurial spirit** and name.



## Value Proposition

- Small Family Farm
- Woman owned
- USDA Certified Organic
- Sustainable values



## Buyers' profiles

RGR strives to share their passion of growing vegetables following organic standards selling directly to their customers at **farmers market** in Douglasville or Metro-Atlanta.

### Customers' profile:

- Families
- Health-focused
- Value quality over price
- Socially conscious, support local small businesses

RGR also provide organic and fresh produce to **upper scale restaurants** located in Atlanta and **aggregators** like Fresh Harvest.

## Strengths

- **Online pre-order platform** with pick up at farm or at Peachtree Road Farmers Market in Atlanta
- Grows **40+ different crops**.
- **Well-balanced production** between crops "easy" to grow and crops taking longer or more space to grow.

## Opportunities

- **Expand farming operation to fulfill growing demand**
- **Increase food access by supplying local grocery stores**
- **Educational workshops on farming and sustainability**