

Adding Value to Farm Waste: The Rollins Family Experience

Ed and Teresa Rollins
Milan No-Till Field Day
July 22, 2004





The Rollins Family



Teresa and Ed



Robert and Debra

Enterprises

- ❑ R-GROW
- ❑ Honey
- ❑ Beef
- ❑ Poultry
- ❑ Hunting Lease
- ❑ Timber



R-GROW Organic Soil Conditioner

- Developed in 1997 to
 - Decrease costs
 - Protect environment
- Made from poultry barn wastes





R-GROW Organic Soil Conditioner

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- ❑ 1998-Marketed in bag
 - ❑ 2000-Developed new bag
 - ❑ 2004-Market grown steadily
 - ❑ Several large markets such as
 - TN Farmers Coop
 - Wal-mart
 - Numerous Mom and Pop garden centers
 - On-farm Sales to Individuals
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R-GROW Production



1. Waste from barns to drystack house



R-GROW Production



2. Blend recipe of litter and wood chips

R-GROW Production



3. Layer manure/wood chips with mortality



R-GROW Production



4. Monitor temperature and turn bin

R-GROW Production



5. Cool down



R-GROW Production



6. Crush

R-GROW Production



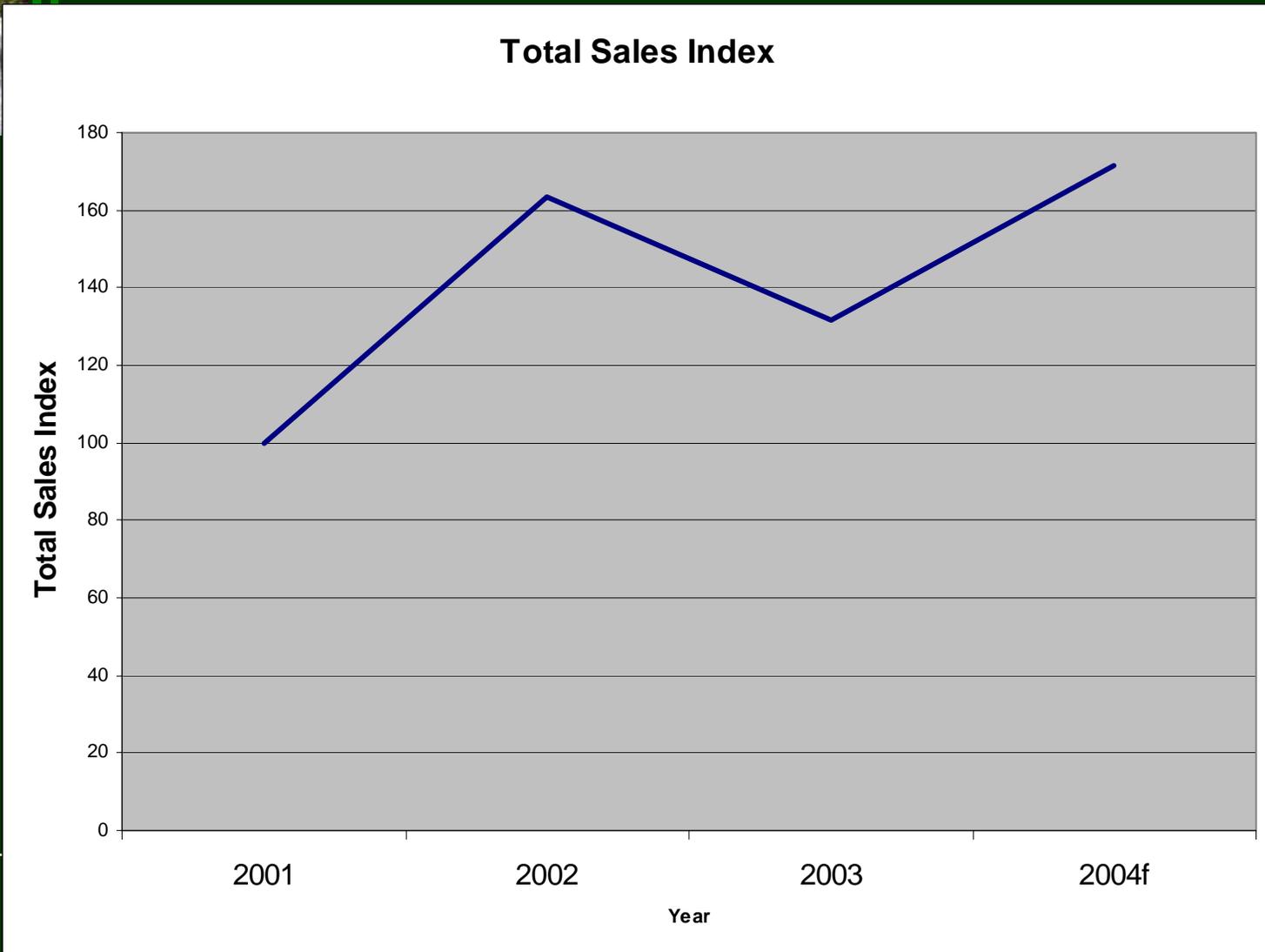
7. Bagging

R-GROW Marketing



- ❑ Marketing partners important
- ❑ 7 day/week job
- ❑ Markets rapidly change

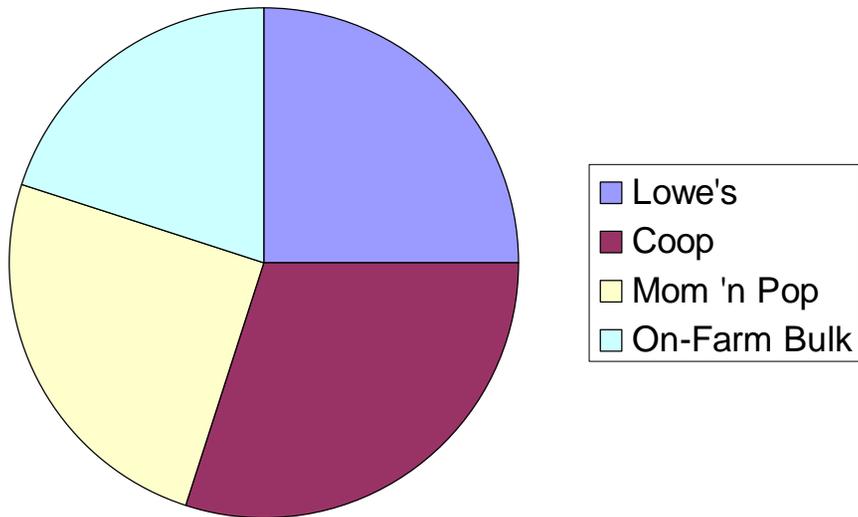
R-GROW Marketing



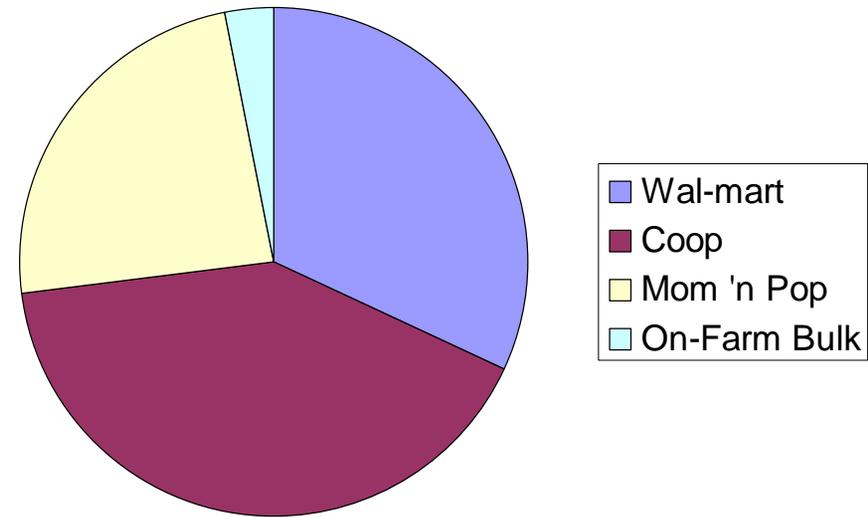
R-GROW Marketing



2001 Sales by Outlet



2004 (Forecasted) Sales by Outlet





R-GROW Marketing



R-GROW Marketing

Brochure



Sample Bags



Resources

- UT Center for Profitable Agriculture
- UT Extension Service
- TSU Extension Service
- Farm Bureau
 - Farm Business Analysis
 - Insurance (Product Liability)
 - Regulations and legislative issues
- NRCS
- FSA
- TN Department of Agriculture



Questions and Answers

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