

## **BIG Idea Finalists and Mentor Contact Information**

### **Finalist Information**

**Presentation Time: 10 am**

BIG Idea Business Name: SoDak Feeds

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### **Mentor**

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## **Project Name: SoDak Feeds**

**Concept Overview:** Is your farm or ranch short of hands? Or do you need livestock feeding expertise? Well, I've got the solution for you! SoDak Feeds have qualified workers to help you make smart feeding decisions and do the manual labor for your livestock. If you need help finding out the right rations or what concentrates your specific livestock herd needs, our workers will do it for you! We will satisfy a farmer or rancher in need!

**Product or Service:** The service SoDak Feeds supplies is guidance on livestock feeding practices and helps with supplying the right feed and labor. For this service, we will send a form asking what your specific need is and if you would like feeding labor and/or advice. From then, we will send out qualified workers to your farm. If you need manual labor, they will help feed your livestock. If you have questions about your feed, they will educate you on what you should do. Some benefits of this service is it gives farmers knowledge about the right feed choices. It will also take a load off by giving them an extra hand. A potential drawback is the farmer likes to do it their way, but our workers have a smarter and more efficient way to do things. This could potentially cause a conflict. A unique aspect of SoDak Feed's service is that it has two benefits to a farmer. They can give the farmer different feeding management skills and will help them out with the actual process of feeding livestock.

**Marketing Opportunity:** SoDak Feeds is an agriculture based industry. We will be stationed all over South Dakota. Our service is performed on any farm or ranch in need. If a farmer wants a feeding management session only, it will cost \$26 per hour. If the farmer wants a feeding hand, it will be \$15 an hour, as they are less qualified workers. If the farmer wants both, it will be \$45 an hour. SoDak Feed workers could get about 3-4 farms or ranches done in a day, depending where they are located and how long the

farmer will need them. To promote SoDak Feeds we will send out ads in the newspapers, hang posters in stores, and make a radio advertisement.

**Competition:** There are a couple other choices our customers could have. Those could be CHS Nutrition, Elite Feeds and Nutrition, and Agricare Nutrition. What makes our service unique compared to our competition is that we offer two services. Nutrition guidance and/or feeding hands. Some strengths of SoDak Feeds is that we have qualified nutritionists and farm hands that will be willing to help a farmer out. It also offers reasonable pricing for the overall service. Some weaknesses of SoDak Feeds would be the amount of farms or ranches covered in a day. Workers will be stationed all over South Dakota. The service may take quite a while, so our workers could probably only cover 3-4 farms a day. This makes up for a busy schedule. I feel as though it will be hard for others to compete with SoDak Feeds because of the two service options.

**Management and Operations:** To implement my idea for SoDak Feeds, the workers will need to have the right skills to qualify. If they are working in the nutrition side, they will have to have a bachelors degree in either animal science, nutrition, or agricultural sciences. To qualify to be a feed hand, you will need to be a hard worker and know how to run farm machinery. To give the service, we will need transportation (car) and feeding equipment. This could be a trailer or even a portable hay feeder. Once SoDak Feeds is established, the biggest ongoing expense will be gas for the travel to each farm and to give feeding equipment maintenance.