



SPECIALTY CROP ENTREPRENEURS IN IOWA



Tanner Sanness was fascinated with mushrooms and the health benefits of lion's mane. After looking for lion's mane in grocery stores, and not finding it Sanness decided to grow this product. He sells his mushrooms to grocery stores using wholesale methods.



Chelsey Soder has always loved plants and gardening. After attending Des Moines Area Community College for commercial horticulture, she decided to turn her passion into a reality and opened her own business. She sells flowers, herbs, and trees direct to consumers through her garden center store front.

SPECIALTY CROP ENTREPRENEUR

WHAT IS IT?

An entrepreneur organizes and manages a business or enterprise. Entrepreneurs are often inventors. People like John Deere, George Washington Carver, and Susana Chaves Villalobos came up with ideas for new products and services and figured out how to make their idea marketable and turn it into a successful business. A specialty crop entrepreneur is someone who raises or makes products using specialty crops like fruits, vegetables, herbs, trees, and flowers. They grow their products and find ways to sell and market them to consumers and other businesses. Entrepreneurs can have large impacts on a community through job creation, access to new products, and more.

CHARACTERISTICS

- Innovative
- Visionary Leadership
- Open-Minded
- Flexible
- Determined

GET A HEAD START

- Explore community needs
- Find a mentor & ask questions
- Engineer & innovate
- Take classes in agriculture business, finance, & writing

LEARN ABOUT VALUE-ADDED PRODUCTS



Terri Sinclair is a specialty crop farmer who uses the science of cooking to turn her fruit into value-added products like jelly. Watch the video to learn more about Terri's production.