

Targeting the Ethnic Market



Sierra Enlow Enlow Farms

- Age: 18
- LaRue County FFA Chapter, Hodgenville, Ky.
- Parents: Robert and Elizabeth Enlow
- Advisors: Tim Quiggins and Misty Bivens
- Products/Service: Specialty meats, pumpkins
- Proficiency Areas: Specialty Animal Production, Vegetable Production

Sierra owns and operates Enlow Farms, an enterprise that produces a combination of livestock for breeding and processing to fulfill an ethnic market niche as well as a pumpkin venture.

“Having a combination of goats, sheep and cattle allows me to target the ethnic market that encases my community,” Enlow says. “By marketing livestock directly to the consumer, I eliminate the need for the middleman, making the product cheaper for the consumer and allowing me to make a larger profit.”

Along the way, Enlow began adding products. After becoming comfortable with her livestock, she added 10 acres of pumpkins. Enlow began marketing her products through a roadside stand. She now sells the majority of her pumpkins to the Wal-Mart



Corporation. Enlow relies on word of mouth to market her ethnic meats. “Small markets allow you to develop relationships with your customers, creating an element of patronage,” Enlow explains.

Enlow is a 2006 graduate of LaRue County High School. While in high school, she served as FFA chapter president and parliamentarian. She received the Hugh O’ Brian Youth Leadership Sophomore of the Year Award in 2004, belonged to the National Honor Society and placed first in the Regional FBLA Impromptu Speaking Contest. Enlow is a freshman at the University of Kentucky, where she is majoring in public service and leadership. After earning her bachelors’ degree, Enlow plans to attend the University of Kentucky’s School of Law to pursue environmental law, which she intends to bring back to agriculture.

The Sweet Taste of Success



Jasey Goedeken Jasey’s Jams

- Age: 19
- Lakeview FFA Chapter, Columbus, Neb.
- Parents: Roger and Jill Goedeken
- Advisor: Wade Hilker
- Product/Service: Homemade jams and jellies
- Proficiency Area: Agricultural Processing

Jasey Goedeken launched Jasey’s Jams, an enterprise that produces and markets many varieties of homemade jams and jellies, in July of 2003. Along the way, Goedeken has been experimenting with flavors. She has learned older customers prefer traditional flavors, while younger customers prefer more exotic flavors, such as raspberry-kiwi. Her business began with two flavors; she has now increased her production to nine.

Goedeken first marketed her products at her grandmother’s garage sale. Now, she primarily sells at farmer’s markets and craft shows. She also has negotiated an agreement with the Lakeview FFA Chapter to sell Jasey’s Jams as a fundraiser. The FFA chapter gets a portion of the sale, while Goedeken gets the return cus-



tomers. “Word of mouth and re-order customers are motivating factors that encourage me to continue my business and to look toward expansion while pursuing other marketing strategies,” says Goedeken.

Goedeken is a 2006 graduate of Lakeview High School. While in high school, Goedeken served as FFA chapter reporter and president. She was involved in FBLA, National Honor Society and was an all-state softball player. She received the Hugh O’ Brian Youth Leadership award in 2004. Goedeken is a freshman at the University of South Dakota majoring in elementary education. She plans to continue her jam business through college and as a hobby while teaching.