



Creating Success and Opportunity in Your Business

Wendy Shoffner

Shoffner Farm Research, Inc.

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**“Everything comes to him
who hustles while he waits.”**

Thomas Edison

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**“There is far more opportunity
than there is ability.”**

Thomas Edison

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“The reason a lot of people do not recognize opportunity is because it usually goes around wearing overalls looking like hard work.”

Thomas Edison

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**“I have not failed. I've just found
10,000 ways that won't work.”**

Thomas Edison

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**“Failure is simply the opportunity
to begin again, this time more
intelligently.”**

Henry Ford

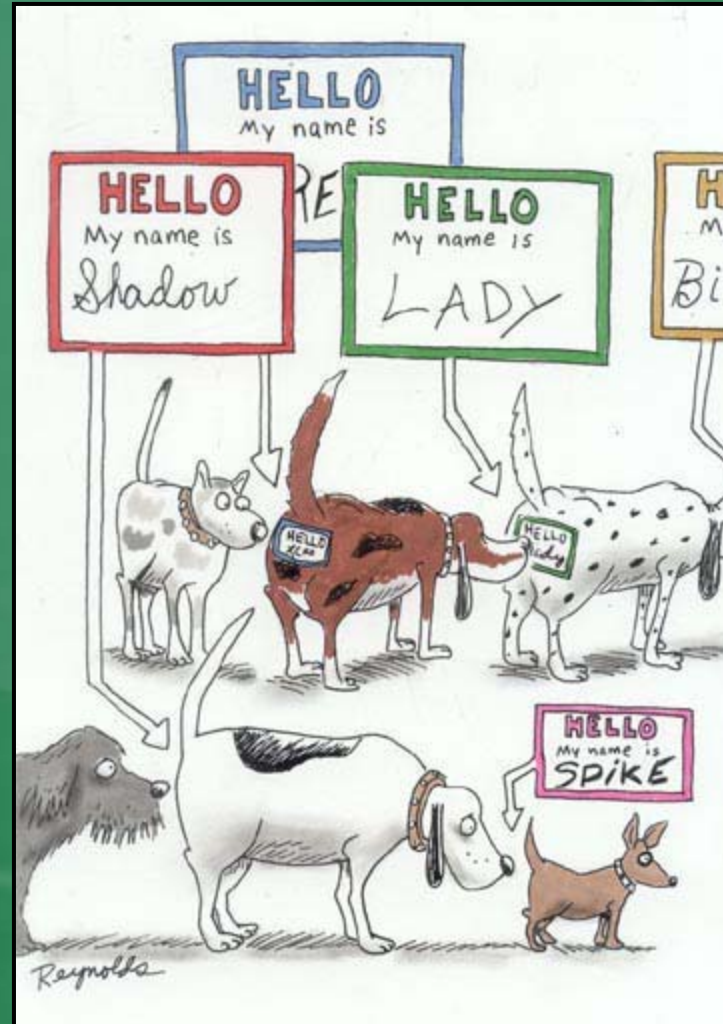
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**“You have to be like the frog
in the butter churn.”**

My Grandfather

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■ Visibility



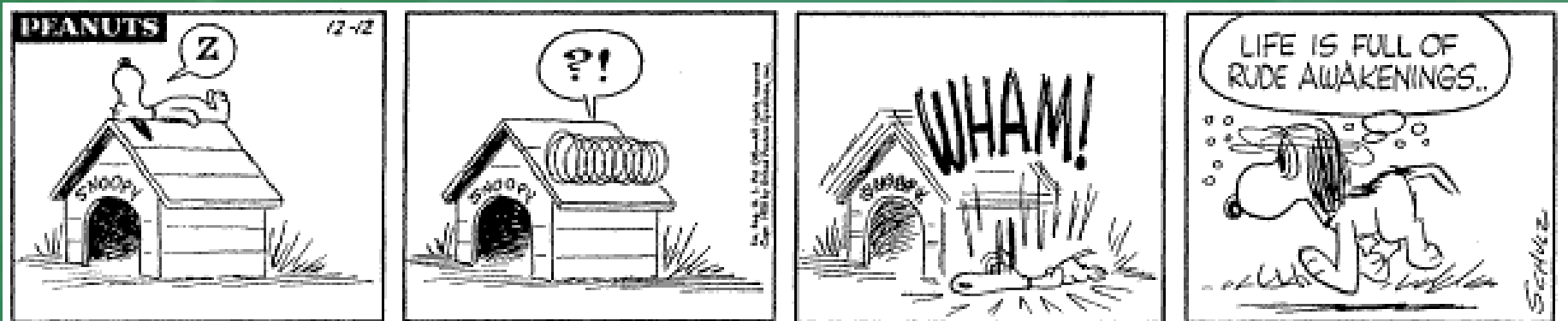
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Mid-life career changes often bring out sides of us we never knew existed.

REVILLO

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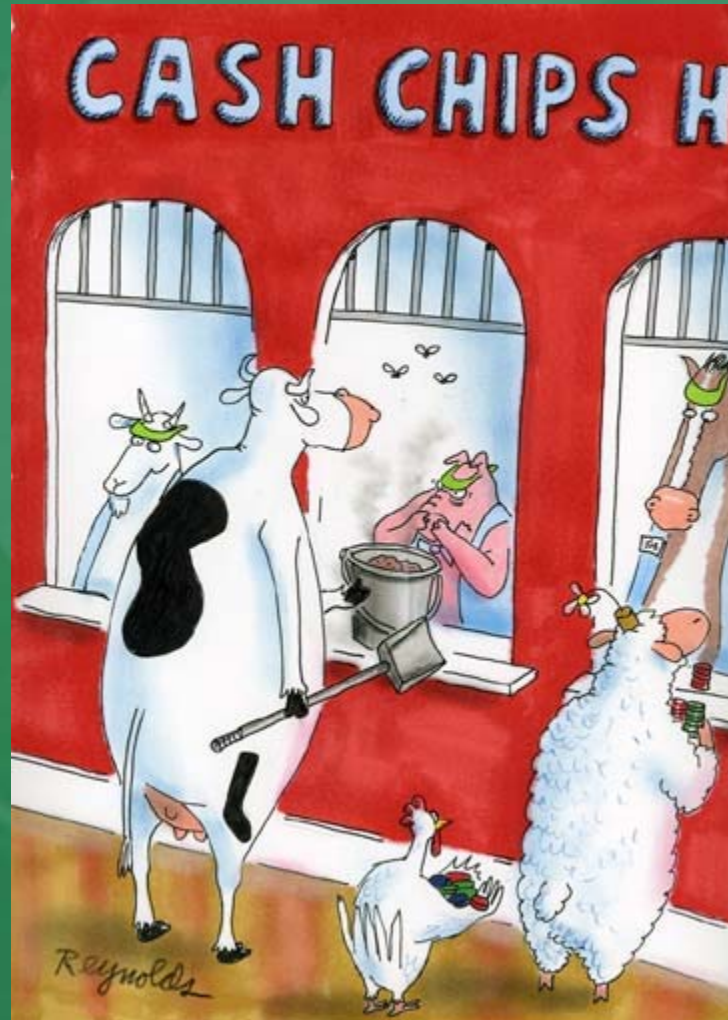
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Diversification at SFR

Variety Trials

Advantages

- **Relatively easy to do**
- **Produce as much as \$6,000/A gross**
- **Low labor costs**
- **Can be done with low tech planters and combines**

Disadvantages

- **Low per plot income as compared to efficacy trials**
- **High tech equipment can be costly**

Diversification at SFR

Variety Trials

Crops

- **Soybeans (commercial)**
- **Soybeans (edibles)**
- **Rice (primarily GE)**
- **Wheat**
- **Grain sorghum**
- **Field corn**
- **Cotton**

Companies

- **Independent genetic suppliers**
- **Originator companies**
- **International**
 - **USA**
 - **Japan**
 - **Argentina**
 - **Brazil**
 - **Costa Rica**

Diversification at SFR

Small Seed Increases

- Grow outs of soybeans from single plants up to 2 acres
- Per acre gross of \$1,000 to \$16,000
- Equipment needed for planting and harvest: same as variety trials
- Small seed cleaner
- Selling point for business is research quality mindset

Diversification at SFR

Research and crop consulting for a biofuel company

- Research – identifying and experimenting with alternative oil crops such as castor, okra, canola, sunflower, safflower

Diversification at SFR

Research and crop consulting for a biofuel company

- Consulting – Working with local economic development council to locate crusher in community

Diversification at SFR

Research and crop consulting for a biofuel company

- Consulting – Supervision of the production of oil crops with local growers including contracting with growers, managing local storage, and scheduling deliveries to the crusher

Diversification at SFR

Research and crop consulting for a biofuel company

Popularly Green – The crop is grown on local farms and crushed locally. The meal goes to the chicken houses and the chicken manure goes back to the farm as fertilizer. The biodiesel is also consumed locally primarily on the farm.

Diversification at SFR

Research and crop consulting for a biotech company

- Transformed corn to produce an enzyme for cellulosic ethanol production
- Multi year beginning with the hybrid crossing and working into thousands of acres of production

Diversification at SFR

Plant-based pharmaceuticals

- Joint project with state university medical researchers
- Cowpea transformed to produce a protein used in vaccine form to treat ovarian cancer

Diversification at SFR

Plant-based pharmaceuticals

- Phase one: field production of the cowpea
- Phase two: building of the extraction and processing plant

Diversification at SFR

Research for an east coast biotech company

- Production of transformed corn and tobacco
- Testing gene that enhances biomass for cellulosic ethanol production

Diversification at SFR

Installation of a Rice Mill

- Involved with a conglomerate of small specialty rice merchandisers who have had problems obtaining milled rice
- Built a rice mill that is currently milling brown only (2.5 metric tons/hr)
- Will add polishing and sorting equipment which will take us to white table rice

Diversification at SFR

Installation of a Rice Mill

- Phase two is to add a mill for the production of brown and white rice flour
- Phase three is to add the equipment for the extrusion process to make rice cakes and cheese puffs
- Technical support from organizations involved in Celiac disease (allergies to wheat gluten)

Identifying Niche Markets for Research

- Be visible within state and community as well as on the national level
 - Attend meetings such as those sponsored by the state and local economic development councils. These councils bring together science, technology, business consultants and money.

Identifying Niche Markets for Research

- Within Arkansas
 - Two bioscience facilities have been funded at least in part with tobacco settlement money
 - Four new biofuel companies, two of which are researching alternative crops

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Thank you.