

Prepared statement of Diana Endicott, President of Rainbow Organic Farms dba Good Natured Family Farms™ , Bronson, KS.

Good Morning Chairman and Members of the Committee. Thank you for addressing such a timely and important topic of the access and availability of healthy food to our families most in need. My name is Diana Endicott; I am the president and farm to market coordinator of Good Natured Family Farms (GNFF)™. My husband, Gary, and I own and operate a 400 acre organic farm in Bronson Kansas, located 80 miles south of Kansas City. Our farm consists of beef cattle, hay and grain crops, tomato greenhouses, and we also own and operate a USDA federal inspected meat processing plant. I am here today to share with you how Good Natured Family Farms™ has grown to include more than 150 local family farms selling 4 million dollars of local farm fresh foods to Balls Food Stores 29 supermarkets located in Kansas City. In addition, how we are creating our dream of making our local farm fresh foods available and affordable to vulnerable communities and children at risk.

Good Natured Family Farms™ is an alliance of over 150 local family farms. An alliance is an interconnected network of family farms to pursue common goals and to meet critical business needs while remaining independent family farms. Under the Good Natured Family Farms™' alliance umbrella there are various business forms, including; cooperatives, Amish and Mennonite communities, individual family farms, family farms who have pooled their resources together to form corporations or LLCs, and even non-profits. The 150 family farms are located within a 200 mile radius of the Kansas City metro area. The farms range in size from truck gardens and 5 head of beef to 1,000 acre orchards and 200 head cattle ranches. Some of the farms are third and fourth generation family farms and others are young beginning farmers.

Good Natured Family Farms™ is also the brand for the alliance. The 150 family farms grow or produce a full line of fruits and vegetables, all-natural meats, farmhouse cheeses, farm fresh milk, local honey, free-range eggs, tofu, jams and jellies, and other farm fresh foods. Our market for these farm fresh foods is a Kansas City locally owned and operated third generation 29 store supermarket chain 'Balls Food Stores'. The creation of the Good Natured Family Farms™ brand and our sound partnership with Balls Food Stores has established an effective model to bring locally grown food from small family farms to mainstream supermarket shelves.

From the farm to the supermarket shelf is a long way. From production, grading, processing, packaging, aggregation, distribution, to marketing, pricing, quality, and food safety; the challenges are many and too numerous to cover at this time. I will focus on the two areas that have help ensure our success. First, Good Natured Family Farms™ alliance is first and foremost about the farmers. We keep as much of the food dollar at the farm as possible. Therefore, each of the farms owns the facility where their locally grown food is processed and packaged or uses a small-size local processing facility. For example, the fruits and vegetables are washed, graded and packed on the farm, the dairy farmers own and operate their milk and cheese processing plants, and our farm processes all of the beef for the beef co-op. In addition, the farmers maintain ownership of the product to the point of delivery to the supermarket warehouse. Secondly, and equally as important, Balls Food Stores owns and operates a warehouse in Kansas City. This allows the farmers to deliver their products to one central location where Balls Central Warehouse distributes the local foods to their 29 supermarkets. Good Natured Family Farms™ provides the brand identity, coordination, quality standards, food safety, pricing, labeling, and other logistical needs.

The Good Natured Family Farms™ alliance had sales of 4 million dollars in 2009. In addition to helping keep 150 family farms viable, we helped generate approximately 30 jobs in small scale rural community processing plants.

Now, we are ready to use this model and provide the same local farm fresh foods to Kansas City's vulnerable communities. The W.K. Kellogg Foundation is funding our project called Good Food + Good Business = Good Futures; good food is defined as green, healthy, fair, and affordable.

To achieve our goal to make good food accessible to the vulnerable community and children at risk the W.K. Kellogg Foundation and USDA SBIR is funding our project called Good Food + Good Business = Good Futures; good food is defined as green, healthy, fair, and affordable. The project has three methods to make locally grown food available and affordable to vulnerable communities in Kansas City's inner urban core.

First, we are starting a program to identify opportunities to match local family farm producers and consumers living in those food deserts. We are partnering with Ivanhoe Neighborhood Council and creating the Good Food Box – a program that will empower the faith-based community to work with Good Natured Family Farms™ and distribute Good Food to their congregation.

Second, we are teaming-up with Hallmark Cards to expand our Community Supported Agriculture, and their employees joining the CSA may choose to sponsor Good Food Boxes for a limited number of families living in vulnerable communities.

Third, we are expanding our Farm to School program at Plaza de Niños where BistroKids' talented staff worked with Guadalupe Center and Family Conservancy to bring Good Food to Head Start children.

The main hurdle Good Natured Family Farms™ alliance is working to overcome is the purchase of a refrigerated warehouse and distribution center in Kansas City's Green Impact Zone. Ball's Central Warehouse is at full capacity; therefore, in order to grow, Good Natured Family Farms™ will need to have an additional warehouse and distribution facility. We are in the process of applying for the USDA Rural Development Business and Industry Loan and seeking other loan and/or grant funds for startup operational cost.

To commercialize and make the Good Natured Family Farms™ program economically sustainable, we have been blessed to have the support of several USDA grants and loans. Our main support is the often overlooked Small Business Innovative Research program (SBIR). In addition, we have utilized USDA SARE, USDA VAPG, and Kansas Agriculture Product Development loan program.

However, the dilemma is these USDA programs and the Kellogg Foundation does not provide grants or loans for bricks and mortar. This warehouse and distribution bottleneck is being experienced by many local farm and marketing groups across the country. A producer and employee owned and operated local food warehouse and distribution center in Kansas City's urban green zone will provide jobs in the urban core, allow the farmers to keep more of their food dollar, provide a bridge to connect the urban and rural communities, and most importantly start the transformation of a food system to one that supports the health and wellbeing of our most vulnerable communities and children at risk.

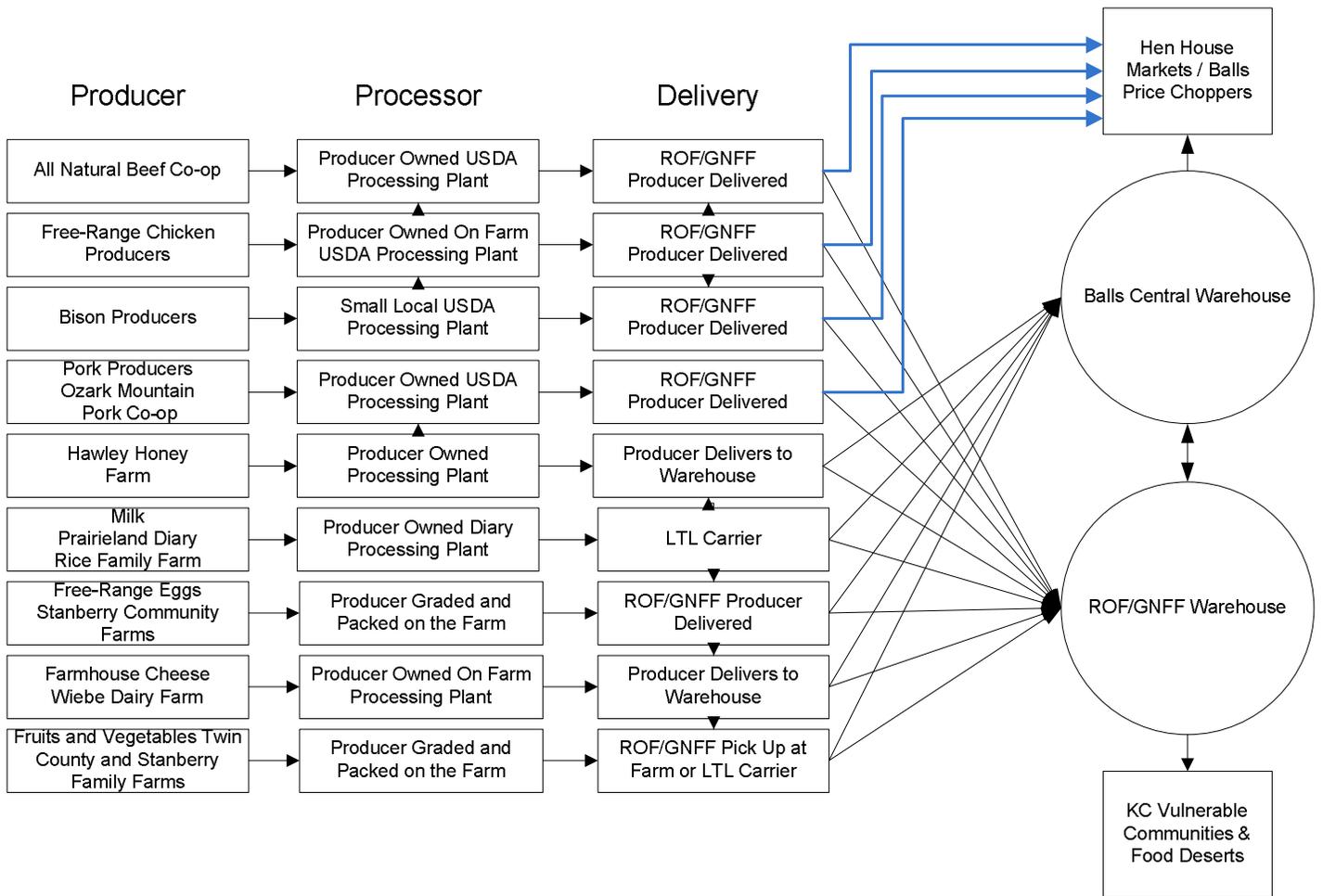
I want to thank you for allowing me to share our story with you. I hope it will shed some light on the need of local food warehouse and distribution centers to make local farm fresh foods available, accessible, and affordable to our most vulnerable families.

Please visit <http://ngfn.org/resources/research-1/innovative-models/> and see what the Wallace Center has published about our work. Also, additional information can be found at (<http://goodnatured.net>) and (www.henhouse.com).

We are also attaching a document for the records including a graphic describing GNFF local supply network from production to consumption; a description of our vulnerable communities program; and information about our vision for a warehouse for local food distribution at the Kansas City Green Impact Zone.

Thank you!

Rainbow Organic Farms (ROF) dba Good Natured Family Farms (GNFF)
Local Supply Network from production through consumption.



Good Natured Family Farms™ Bringing Good Food to vulnerable communities in Kansas City metropolitan area

What's Good Food? We like the definition of the WK Kellogg Foundation which says that Good Food is "**healthy**, or food that promotes the physical, mental and spiritual well-being of individuals, families and communities; and is **green** when produced in a manner which maintains or improves the quality of land, water, air and other ecological factors; **fair** while minimizing the chance that anyone along the production line being exploited for its creation; and – of course, is **affordable** in a way that is priced so that people of all socioeconomic backgrounds are able to purchase it and have access to it. Then, we add our own criteria which is fundamentally important, food that is local and fresh. Our partnership with Balls Foods with Buy Fresh Buy Local say it all, we bring BFBL Good Food to the consumers from a 200-mile radius from the Greater Kansas City.

GNFF is starting a program to identify opportunities to match local family farm producers and consumers living in those food deserts. We are partnering with Ivanhoe Neighborhood Council and creating the Good Food Box – a program that will empower the faith-based community to work with Good Natured Family Farms™ and distribute Good Food to their congregation.



Deputy USDA Secretary Merrigan visits with faith-based community while enjoying local food in the middle of the winter in Kansas City.

GNFF is also teaming-up with Hallmark Cards to expand our Community Supported Agriculture, and their employees joining the CSA may choose to sponsor Good Food Boxes for a limited number of families living in vulnerable communities.

GNFF and BistroKids are expanding the Farm to School program at Plaza de Niños where BistroKids' talented staff worked with Guadalupe Center and Family Conservancy to bring Good Food to Head Start children.



Hallmark Eco Team CSA Ambassadors prepare to hand out CSA bags.

Good Natured Family Farms™, while continuing providing Good Food for Balls Foods and for Hen House Markets CSA, is also working with Sysco to bring Good Food to Kansas University food services. All of those combined-programs delivering Good Food to middle class and to vulnerable communities make the financial sustainability of this model to carry on, and be sought by others across the nation.



Just visit <http://ngfn.org/resources/research-1/innovative-models/> and see what to others are talking about GNFF work.

For further contact about the WKKF Good Food + Good Business = Good Futures (Good Food for KC) project, please contact:

Diana Endicott, President and Founder of GNFF: allnatural@ckt.net
Otavio Silva, Executive Director of The Food Conservancy: sustainability2020@kc.rr.com



Chef K prepares a healthy meal at Plaza de Niños as part of GNFF Farm to School program.



Good Earth • Good Food • Good Life

Our vision is to operate a Distribution Center in the Green Impact Zone

Healthy Homes | Healthy Bodies | Healthy Communities

4601 Emanuel Cleaver II Boulevard
Kansas City, Missouri 64130



Good Natured Family Farms is a regional aggregator and distributor of local fresh produce and food products to the Greater Kansas City area.

Good Natured Family Farms is an alliance of approximately 200 independently owned local family farms.

Our mission is to support a healthy farming and food supply system directly from the rural community to the urban community opening many opportunities in between.



Good Earth • Good Food • Good Life

GNFF vulnerable communities programs are also supported by Hen House Markets, USDA SBIR and WKK Foundation

Buy Fresh Buy Local



Good Natured Family Farms is focused on supporting vulnerable families, children and communities.

DIANA ENDICOTT

1976 55th Street, Bronson, Kansas, 66716 620-939-4933 E-mail: allnatural@ckt.net Fax 631-739-0357



Diana Endicott works cooperatively with family farms to establish the production and marketing of all natural and organic food products. Assist in developing micro-enterprise agriculture businesses that sustains local farms, rural communities, and results in improved producer profits.

She is the founder and director of Good Natured Family Farms' alliance. Diana farms with her husband Gary on a 400 acre organic and 400 acre transitional farm in southeast Kansas. She is a recipient of the National Agriculture Hall of Fame's Honor Acre, the SBIR Tibbetts Award, and named a 'Trailblazer' by the Kansas City Star.

She has been featured in publications such as Successful Farming, The Furrow, Rural Cooperatives, Small Farm Today, The New American Farmer, etc. Diana is published in Women and Sustainable Agriculture-Agents of Change and The Status of Women in Agriculture in Kansas- Institute for Women's Policy Research. Diana has a BS and MS in Horticulture/Soil Science from OSU and post-graduate studies at LSU. In Eastern Kansas, Diana Endicott began with the organization of a farmer alliance and created a strong partnership with Balls Food Stores, a Kansas City supermarket chain of 30 stores. Focusing on consumer demand, this collaboration transcends the usual supply-demand chain of supermarkets. Through their actions, this team has shown one approach of successfully breaking out of the mold and creating a model that includes sustainable agriculture and meets the needs of all players. Their success offers the possibility of a new form of vendor-retailer discourse and action.

EXPERIENCE

RAINBOW ORGANIC FARMS CO, Bronson, KS – March 1993 to Present

Marketing Manager and Co-owner

- Converted 400 acres of conventional family farm to an OCIA certified organic farm. This consisted of increasing the levels of biological and economic diversity on the farm, learn and become proficient at new management skills, and stabilize farm income and operating cost.
- Established stable and profitable markets for locally produced all natural and organic food products.
- Developed a training program for high school employees to coordinate on job training with local community college academic skills and progression to a four year degree plan.
- Participate with established sustainable farmers and environmental organizations and programs in developing and disseminating technical and practical information on alternative agriculture production and marketing methods.
- Initiated and assisted in the development of an all natural beef cooperative.
- Produce and market greenhouse organic vegetables from 15,000 sq.ft. of hydroponic greenhouse.
- Developed the Good Natured Family Farms™ alliance of 150 local small family farms that market the GNFF brand to local family-owned and operated supermarket chain, Sysco Kansas City, and Associated Wholesale Grocers Kansas City.

RAINBOW LANDSCAPE MANAGEMENT CO., Dallas, TX – March 1989 to February 1993

Operations Manager and Co-owner

- Designed and scheduled maintenance of all landscape phases of contracted estates.
- Specialized in perennial and tropical annual flower bed design and maintenance.
- Designed and maintained interior foliage plants.
- Maintained swimming pools and fountains.
- Maintained irrigation systems.
- Designed floral arrangements for holidays and special occasions. Certified Floral Designer.
- Developed intensive turf and landscape pest control and fertility schedule. Texas and Kansas Commercial Pesticide Applicators License.

WAXAHACHIE INDEPENDENT SCHOOL DISTRICT, Waxahachie, TX – July 1983 to July 1989

Horticulture Instructor

- Texas Education Agency Agriculture Education - Assisted in the development of one of the first horticulture curriculums in the state of Texas. Initiated and assisted in the development of Texas vocational horticulture agriculture teacher's certification.
- Texas Teacher Appraisal System - 'Career Ladder' Level III, Criteria: Upon appraisal implementation "Clearly Outstanding" evaluations every year (87,88,89)
- Texas Agriculture Teachers Association - Instructed advanced academic training workshops, 83 - 89.
- National Junior Horticulture Society - Texas State Youth Coordinator and Leader.
Future Farmers of America - FFA Advisor and Leader. Horticulture teams placed first in the state for seven consecutive years.
- Initiated and implemented states first horticulture co-op student work program.
- Scheduled and produced plants in 12,000 sq. ft. greenhouse facilities. Designed and installed commercial landscape projects. Average yearly program gross of \$75,000.

ENNIS INDEPENDENT SCHOOL DISTRICT, Ennis, TX - August 1981 to June 1983

Horticulture Instructor

- Initiated, designed, and implemented the EISD's vocational horticulture program for secondary school disadvantaged youth.
- Evaluation (5-13-83) Excellent teacher. Good discipline. Technical information and ability Triple AAA.

RICHLAND COMMUNITY COLLEGE, Richland, TX - January 1981 to August 1981

Continuing Education Horticulture Instructor

- Instructed pomology classes for the Horticulture Department.

LOUISIANA STATE UNIVERSITY, Baton Rouge, LA – January 1980 to September 1980

Graduate Horticulture Research Assistant

- Designed, analyzed, and evaluated fertility and herbicide physiology research in pecan orchard research.
- Developed skills in basic food processing.
- Researched post harvest physiology in orange groves.
- Worked on nursery and field research at university plantations.

OKLAHOMA STATE UNIVERSITY, Stillwater, OK – May 1975 to December 1979

Graduate Student

- Developed the nutritional analysis standards for Oklahoma Pecan Growers.
- Proficient in atomic absorption spectrophotometer nutrient element analysis.
- Versed in various soil analysis techniques.
- Assisted in herbicide physiology research in commercial pecan orchards
- Proficient in scheduling and production of annual and perennial bedding plants, foliage plants, and flowering plants (i.e. mums, poinsettia, gloxinia, Easter lilies, hydrangea, ect.).

FORT SCOTT RECREATIONAL DEPARTMENT, Fort Scott, KS – May 1974 to August 1974

Teaching Assistant

- Assisted in teaching preschool, recreational activities, and nature day festivities. Also, tabulated test data for school district.

EDUCATION

EAST TEXAS STATE UNIVERSITY, Commerce, TX – June 1982 to August 1985

Attended part-time while teaching
Certification agriculture education / vocational administration
GPA 4.0

TEXAS A&M UNIVERSITY, College Station, TX Benz School of Floral Design

LOUISIANA STATE UNIVERSITY, Baton Rouge, LA – January 1980 to September 1981

Graduate School – PhD Horticulture
GPA 3.9

OKLAHOMA STATE UNIVERSITY, Stillwater, OK – May 1975 to December 1978

MS Degree Horticulture/Soil Science 12-79 GPA 3.8
BS Degree Horticulture 5-78 GPA 3.9
Phi Kappa Phi National scholastic Honor Society - Graduated in the top 2% of
the 1978-1979 OSU graduation class

PARIS TEXAS COMMUNITY COLLEGE, Paris, TX - Summers 1976 and 1977

GPA 4.0

KANSAS UNIVERSITY, Lawrence, KS – January 1975 to August 1975

Accepted to KU at 15 years of age

ACTIVITIES

MEMBER PAST ORGANIZATIONS:

Texas State Teachers Association, Texas Association for Professional Educators,
Texas Agriculture Teachers Association, American Society for Horticulture
Science, Local Garden Clubs, University Horticulture Clubs.

MEMBER CURRENT ORGANIZATIONS:

Kansas Vegetable Growers Association, American Greenhouse Vegetable
Growers Association, Kansas Organic Producers, Organic Crop Improvement
Association Eastern Kansas Chapter, Kansas Marketing Association, National
Cattleman's Beef Association, National CattleWomens Beef Association,
National Earth Program, The Greater Kansas City Food Policy Coalition, Les
Dames d'Escoffier International Heart of America Chapter.

Proficient with internet and computer software including word processing,
Microsoft office, microsoft word, word perfect, peachtree accounting, beef cards
for windows, and data spread sheets.

Demonstrate ability as a leader in working with others to accomplish task. Able
to understand complex issues and have insight into issues facing agriculture
based rural communities. Possess good communication skills including writing,
speaking, and listening. Openness to broaden experiences and readily

adaptable

DIANA ENDICOTT

to diverse bio-social-culture environments. Committed to the sustainability of the family farm for the benefit of the environment, profitability of the producers, and providing quality wholesome food products to the consumers.

Committee on Agriculture
U.S. House of Representatives
Required Witness Disclosure Form

House Rules* require nongovernmental witnesses to disclose the amount and source of Federal grants received since October 1, 2007.

Name: Diana Endicott
Address: 1976 55th Street
Telephone: farm 620-939-4933 cell 913-636-9989

Organization you represent (if any):
Rainbow Organic Farms dba Good Natured Family Farms

1. Please list any federal grants or contracts (including subgrants and subcontracts) you have received since October 1, 2007, as well as the source and the amount of each grant or contract. House Rules do **NOT** require disclosure of federal payments to individuals, such as Social Security or Medicare benefits, farm program payments, or assistance to agricultural producers:

| | |
|----------------------------------|----------------------|
| Source: USDA SARE Producer Grant | Amount: \$14,592.00 |
| Source: USDA SBIR Phase II | Amount: \$302,470.00 |

2. If you are appearing on behalf of an organization, please list any federal grants or contracts (including subgrants and subcontracts) the organization has received since October 1, 2007, as well as the source and the amount of each grant or contract:

Source: _____ Amount: _____
Source: _____ Amount: _____

Please check here if this form is NOT applicable to you: _____

Signature: Diana S Endicott

* Rule XI, clause 2(g)(4) of the U.S. House of Representatives provides: *Each committee shall, to the greatest extent practicable, require witnesses who appear before it to submit in advance written statements of proposed testimony and to limit their initial presentations to the committee to brief summaries thereof. In the case of a witness appearing in a nongovernmental capacity, a written statement of proposed testimony shall include a curriculum vitae and a disclosure of the amount and source (by agency and program) of each Federal grant (or subgrant thereof) or contract (or subcontract thereof) received during the current fiscal year or either of the two previous fiscal years by the witness or by any entity represented by the witness.*

PLEASE ATTACH DISCLOSURE FORM TO EACH COPY OF TESTIMONY.