

NEW VENTURES & DIVERSIFICATION

EBY MANOR LTD.

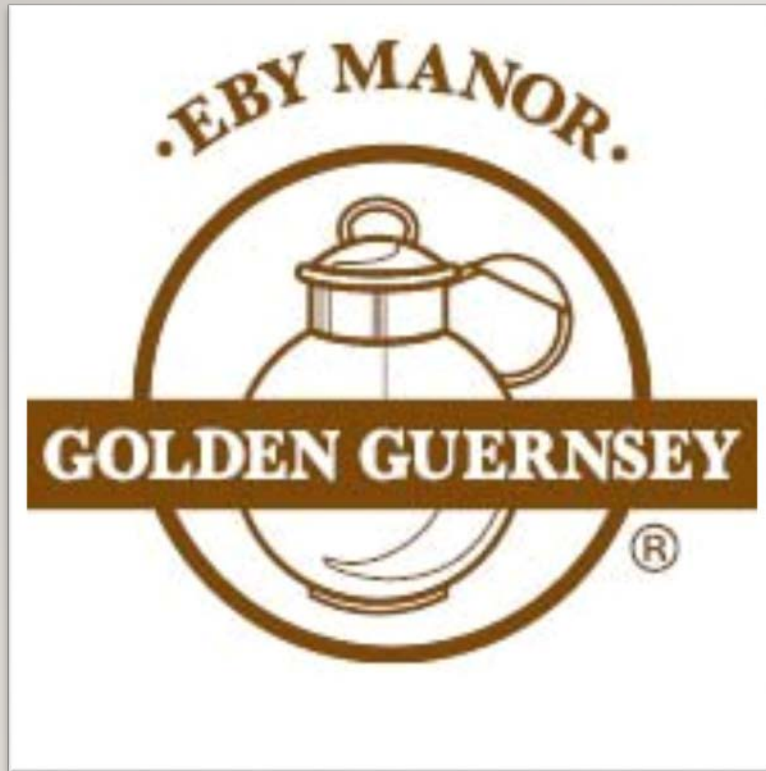
JAMES EBY

BACKGROUND



- Owners:
 - Jim & Ruth Eby
 - Ben & Sheri Eby
- 8 employees
- 167 acres of land
- 60 milking Guernsey cows

NEW VENTURE



- Began branding and marketing our milk in 2012

WHY DID WE CHOOSE TO PURSUE THIS VENTURE?

1. Increase revenue
 - Long-term viability of small farms
 - Limited opportunity to expand
2. Opportunity to produce capital on Guernsey milk
 - Higher nutrient value
 - Uniquely rich in flavour
 - High in A2 beta casein protein
3. Create a renewed interest in the Guernsey breed
4. Personal interest to share Guernsey milk with the public



TWO OPTIONS

I. Build our own micro processing plant

- Advantages:
 - More flexibility in product development
- Disadvantages:
 - Large capital investment
 - Higher taxes
 - Operating expenses
 - Increase in labour
 - Increase in responsibility and liability



TWO OPTIONS

I. Co – Pack

- Advantages:
 - Low capital investment
 - Low level of labour
 - Processed by experienced professionals
 - Limited liability
- Disadvantages:
 - Takes longer to introduce new products to the market
 - Expense
 - Increase in transportation



CO – PACKING ARRANGEMENT



- Entered a co – packing arrangement with Hewitt's Dairy
- Processed and bottled first 500L of 2% milk in May 2012

PRODUCT GROWTH & EXPANSION



- Introduction of 3 new products
 - 4% chocolate milk (available in 500mL and 1L bottles)
 - 4.8% non-homogenized milk
 - 4.8% all natural Balkan style yogurt

EBY MANOR GOLDEN GUERNSEY BASED PRODUCTS

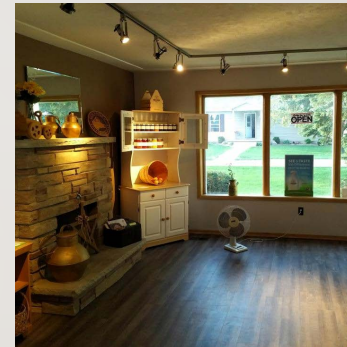


- Eby Manor Golden Guernsey based products:
 - Guernsey cheddar cheese
 - Four All Ice Cream

WHERE IS OUR MILK SOLD?

- Eby's Dairy Market (located on our farm)
- Health food and natural food stores
- Sobey's
- Farmers markets
- Specialty stores

Eby's Dairy Market



Farmers Market



Sobeys



Health Stores



SELLING FEATURES

- Small scale local business
- Flavour
- A2 beta casein
- Nutrients
- GMO free

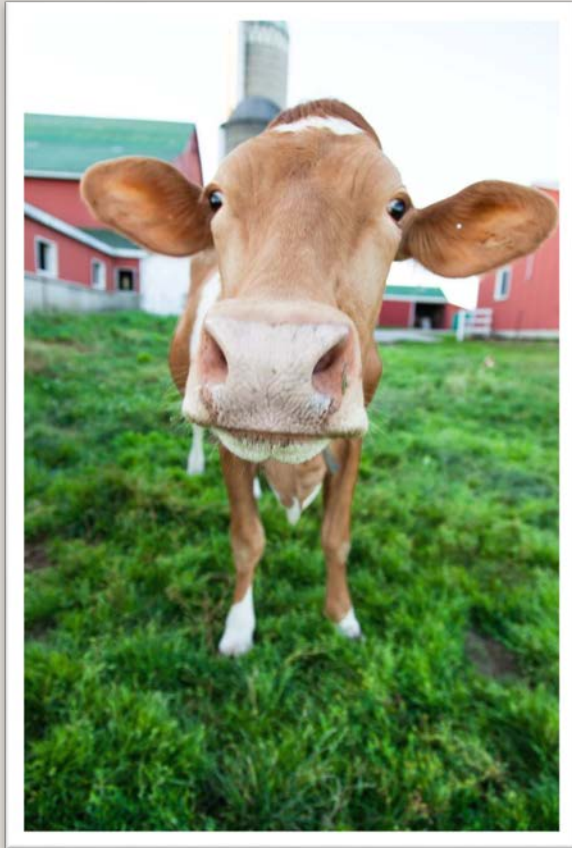


KEYS FOR SUCCESS

- Family support
- Enjoy interacting with people
- Passionate about your product
- A unique product
- Commit to success
- Actively search for opportunities to promote your product
- Informative website



CHALLENGES



- Pricing
- Matching weekly production to sale

REWARDS

- Personal sense of accomplishment
- Positive feedback from customers
- Financial benefits

