



GYO GREENS  
FISH • FARM • FORK

- Matt Randall - Farm Manager



# Sharing our Journey

**From a “hobby-dream” concept to a full business...**



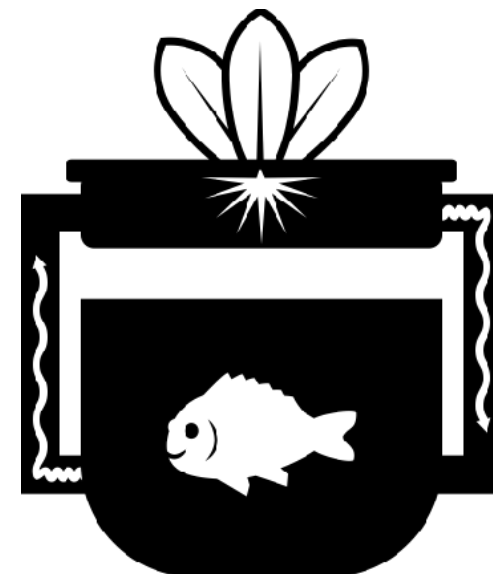
- **What's working well**
- **Lessons learned**
- **Future plans**



# Why Aquaponics



- **Opportunity for Innovation and Different Approach**
- **Gardening Passion with a “twist”**
- **Strong Interest from Supporters and Visitors**
- **Sustainable Practices**
- **Education Opportunity**
- **Community Interest**





# OUR FARM

- **Located in Ponte Vedra Beach, FL**
- **1 acre property**
- **3000 SQ FT greenhouse x 2**
- **AQ System and Outdoors Growing**
- **Nested in the middle of TOP beach resorts and restaurants**
- **Surrounded by 8 schools and a local university near by**









# Considerations

- **Privately funded**
- **Location - 32082 - zip code characteristics**
- **Business Plan - Specialty Items**
  - Aquaponics
  - Microgreens
  - Petit Veggies
- **Flexibility for Changes**
- **Economics**
- **Passion for Sustainable Farming and Education**



# Our Team





# Timeline



- **2013 - Planning and Permitting and Construction, Marketing and Media**
- **2014 - Growing, Research, Data Collection, Introduction to the market**
- **2015 - Prospecting and Business and customer growth, breaking even**
- **2016 - Solid presence in market with some profits**
- **2017 - Profits and Further Investment Decision**
- **2018 - Expansion and more grow**
- **2019 - Flourish and New Strategy**



# What's working

- **Aquaponics System and Quality Processes**
- **Identity and Promotion - Media Support**
- **Community Support - Farmer's Market + Visitors + Farm Tours**
- **Customers Support - 45+ Restaurants**
- **Local University Support - University of North Florida  
collaboration with volunteers students assisting**
- **Education - Over 2500+ students visited - Farm Tours**
- **Private Events**



# What's working - AQ System and Quality Processes





# What's working - Specialty Items





# What's working - Relationship with Chefs





# Our Customers



## Restaurants

- Menu Items
- Special of the Week
- Events



## Retail - Farm Pick Up



## Education Support



## Cookbook

- 28 customers (chefs and friends)
- 35 recipes







## Mike Ramsey

JACKSONVILLE GOLF & COUNTRY CLUB  
Jacksonville

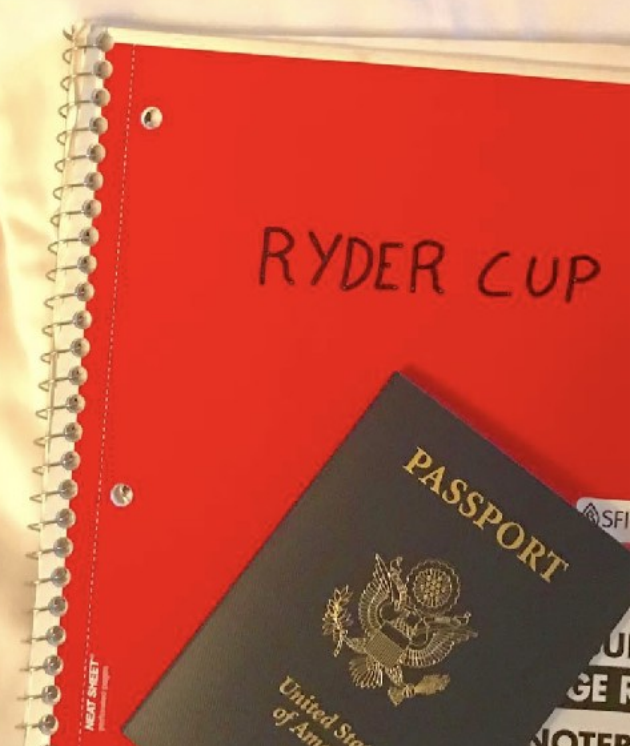
Chef Mike was born in Pittsburgh and raised in Jacksonville, where he developed an affinity for Southern fare and the comfort cuisines of the region. After a stint in the handyman business, he realized his true passion was pulling him to the culinary world and took a chance on starting a career as a chef. Self-taught in his own kitchen surrounded by culinary books and kitchen tools, he honed the skills usually mastered by those attending culinary institutions. His journey began when he won an opportunity not usually afforded to those without experience, quickly moving up in the ranks in a local "farm scratch" restaurant. Ramsey has worked at renowned restaurants in Greensboro, North Carolina and Tallahassee before coming home to Jacksonville and settling in as the Executive Chef of Jacksonville Golf and Country Club in 2001.

Using his handyman skills of the past and his passion for repurposing, he is constantly creating new and exciting ways to present food through creative displays, props and themes. "I want to present the unfamiliar in familiar ways and the familiar in ways unseen before." Chef Ramsey continues to be an innovator in the field and has gained the respect of his peers for always being ahead of trends.

"Building relationships with local farmers has afforded me opportunities to grow as a chef while contributing to the growth of the farm and my staff. I think when you get to know and care about a farmer, you will naturally care about and respect their product - and the hard work that goes into bringing it to your back door."



  
**Michael Ramsey**  
Executive Chef  
TEAM USA









# What's working - Identity and Promotion







**culhanesirishpub** • Following  
Culhane's Irish Pub and Restaurant

**culhanesirishpub** Low and Slow Pork Belly  
#chefinaction #chefstumpy @gyogreens  
@cheshirepork #pubgrub #culhanes  
#braised #smoked #truecooks  
#dinersdriveinsanddives #sundaysupper  
fostertam Yummy! @mmcguirej



31 likes



**chef\_rosaria** • Following  
Ponte Vedra Beach, Florida

**chef\_rosaria** The making of a cattail salad.  
With the help of two of my favorite farmers.  
And an apple I grabbed from the client's  
fridge.

Amarenth, cattails pomegranate and African  
basil, honey

#local #nomnom #chef #farm #jacksonville  
#904 #weekend



gyogreens likes this



# What's working - School Trips and Farm Tours





# What's working - Our Volunteers





# What's working

## Boutique - Specialty Farm

- **AQ System**

- Petit and baby Greens
- Microgreens

- **Traditional Farming**

- Petit veggies - Other crops

- **Edible Flowers**

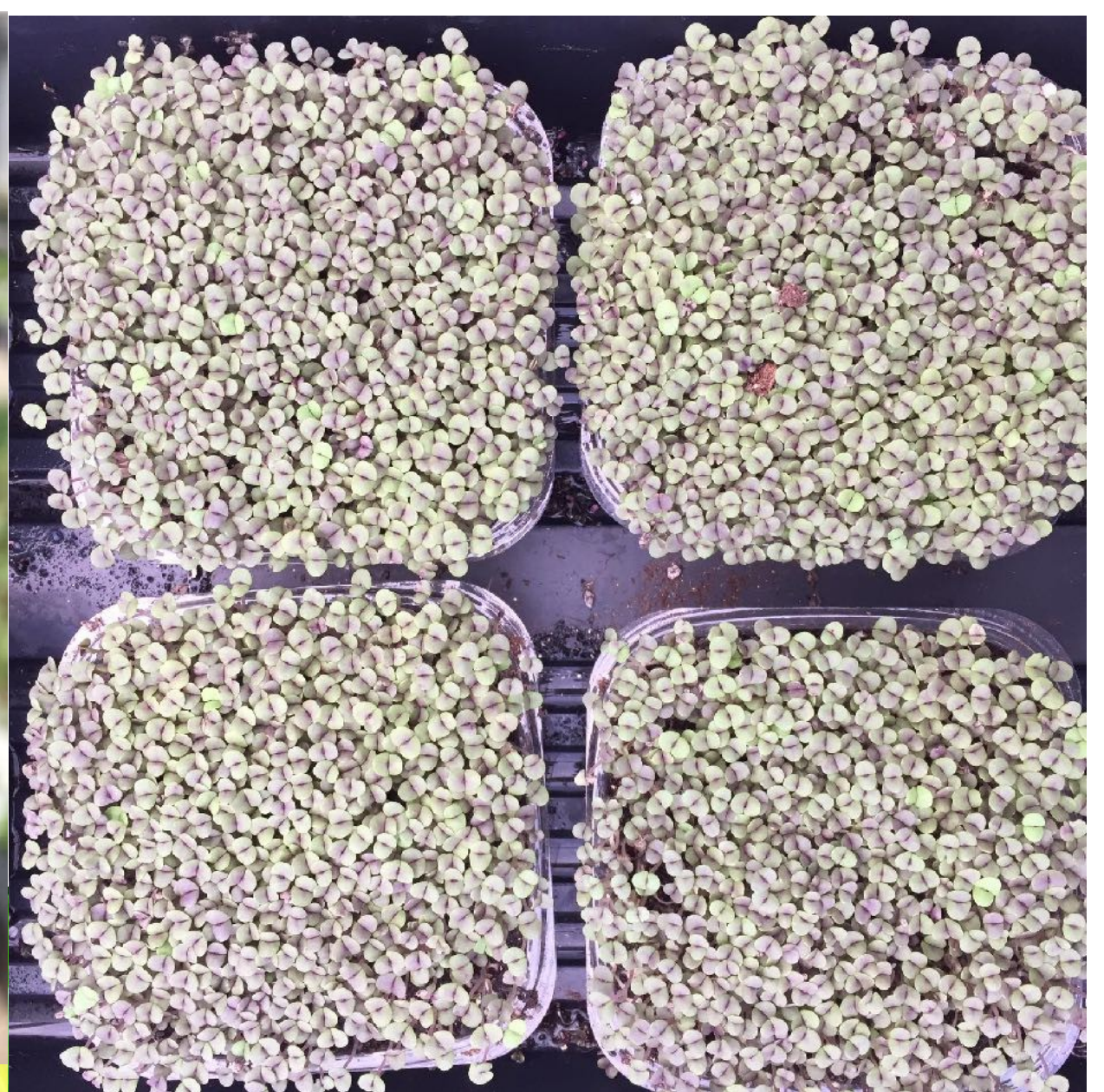
- **Specialty Crops**

- **Customer Special Orders**

- **Edible Arrangements**

























# What's working - Edible Arrangements





# Running the System

- **Documentation Updates - Training**
- **Staff and Volunteers - Community**
- **Follow Good Agricultural Practices (GAP's), Organic Certification Standards**
- **Testing - Inside, Outside Labs**
- **Continuous Research - Learning**
- **Suppliers relationship (AQ Consultants, Seeds, Fish, System, etc.)**
- **Quarantine Area**
- **Contingency - Power Back up**



# Running the System (cont.)

## • **Documentation Updates - Training**

- Water Quality
- Fish Management
- Plant Management
- Pest Management
- Nutrition Management
- Logistics and Accounting Management
- Customer Service









# Lessons Learned

- **Permitting - requirements variations due to local laws**
- **Consulting - Request proper credentials and references**
- **Staff - Proper management and farming skills**
- **Farming knowledge - essential**
- **Know your customers - Market research**
- **Training and On going Support - critical**
- **Develop own research and data**
- **Logistics - Delivery**
- **Contingency Plan for Disaster Recovery - Hurricanes!**









# Future Plans



## **Renewable Solar System (end of 2019)**

- Will support future:
  - Electric delivery truck with charging Station
  - Battery back Up



## **Education and Chef's Table Center (2020)**



## **Sales Strategy - diversify to stay ahead of competition**



## **Continue to have FUN!**







# **Visit us at the farm!**

**Thanks!**

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<https://www.facebook.com/gyogreensPVB>