

# The Real Reel of Diversification

Amber McComish  
Lucky Cow Coffee and Gelato



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## What is Gelato?

- The middle ground between custard and ice cream
- Less air
- Less fat
- Less sugar, depending on the flavor



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# Our Family



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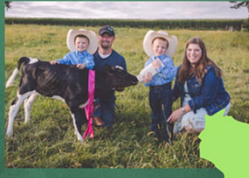
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# The Farm



## WELCOME TO THE FARM

The McComish family has been working the land in Seymour township since 1847! We take great pride in our ancestry and look forward to the future of our business and livelihood. When the McComish's first settled here from Ireland they milked cows and cropped the land. We continue the tradition today by milking 220 cows and cropping 2,000 acres of corn, soybeans, wheat, and alfalfa.



Darlington, WI



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## The Why

- Industry price swings
- Farm succession
- Doing something of our own
- Our industry's future
- Our growing family's future



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## The Dream



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## The Product



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## The Product - Execution

- Make a SH#T ton of it (product testing)
- Make EVERYONE try it
- Research demographics
- Research competition



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## The Where

- Most difficult for us and most likely you.
- Town or farm?
- Licenses, SO many...



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## Starting Recommendations

- Develop an LLC: SBA - 51%
- Reach out to everyone
- Budget plan
- Small business resources: city, state, main street
- Agriculture grants
- Loans
- Equipment: auctions
- Know your inputs



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## This is HARD.

- You are going to fail.
- You will cry.
- It will impact your family.
- It will affect your spouse.
- You will disappoint people.
- It will affect the farm.



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## Our Success

- COVID
- Community
- Making people happy
- PERSEVERE
- Dairy promotion
- Sustainability and longevity of the industry and farm.



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## Our Success

- We made it through COVID!
- Expanded to have a food trailer.
- We bought the building we started renting.
- We survived a main street reconstruction.
- The opportunities are endless.



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## Our Goals

- Farmstead Gelato
- Airbnb
- Maximize on the trailer
- Wholesale Gelato
- Hire another employee



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## Take-home Message

- Every day is a rollercoaster.
- Life is hard, but so are you.
- Common sense and farming practices.
- Dare to be different and think outside the box.



• ONE STEP AT A TIME.

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