



To: Vermont House and Senate Appropriations Committees Members

Hello. I am Shirley Richardson, Founder/CEO of Vermont Chevon, LLC located in Danville, VT.

Thank you for the opportunity to speak about the Working Lands Enterprise grant we received and the value to our company. The monies we were awarded facilitated vital research undertaken by a marketing research expert from VT's Marlboro College. Thereafter, we used the consultant's findings to determine our target market.

The consultant's review of data with us clearly identified Boston as a beginning market for Vermont Chevon. Boston has the 5<sup>th</sup> highest proportion of foreign-born residents among the 23 largest US cities representing 50.5% of the city's total population. Consequently, we have been establishing value-added new channels in Boston in identified ethnic markets, butcher shops, restaurants, and direct to consumer sales. We are growing our business and adding jobs.

We strongly advocate for and encourage the House and Senate Appropriations Committees members to support the Working Lands fund with \$1M in fiscal year 2017.

Thank you for your time and thoughtful consideration.

Sincerely,

Shirley Richardson



Goat... it's the new Kale!