



The Rural Entrepreneurial Institute

Monday October 22, 2007

Dear Dr. Prins,

Per our meeting last Tuesday September 9, 2007 discussing the Rural Entrepreneurial Institute and it's small farm coop Amazing Grace Farms program, please find attachment A, a list of components necessary to develop a prototype website and software to meet the emerging needs of American consumers who are requesting better quality foods that are natural and organic. REI's Amazing Grace Farm Coop outreach to small farmers in North Carolina, South Carolina and Virginia will be utilizing the aforementioned technology to assist small farmers in producing to meet market demands and the ability to ship farm fresh products from harvest direct to consumer's table. This system will provide the consumer and the FDA with integrity, tracking and video digitalized processing with the ability to monitor the food handling of products that the consumer purchases. Most of all, this software development will provide a window of opportunity for small farmers to acquire a market share that has not been available to American small farmers since 1932.

Over the last 20 years the demand for natural, organic and range farm fresh foods has increased 20% each year (please see attachment B) The American public is requesting local grown fresh foods that do not have to be shipped great distances, cut green and gassed and most of all is not devoid of taste, nutrition and quality. Amazing Grace Farm Foods are regionally produced and will utilize the aforementioned technology and overnight shipment essentially from the farm harvest eliminating the 12 or more days that it currently requires for the consumer to receive foods to be prepared.

It is my hope that the students in the spring will consider this project as one of the projects to be developed as a prototype of software and website needed to accomplish the goals and objectives of REI's Amazing Grace Farms redistribution of farm fresh foods. I am available to meet with you or the students to address any questions that may come about. With my most personal wishes for a growing and professional relationship, I remain

Sincerely,

John Collins

John Collins
Executive Director
Rural Entrepreneurial Institute

208 North Street Warrenton, NC 27589 • (252) 257-5559 • johncollins@amazinggracefoods.org

Prototype Development of Website And Software Components

Small Farmers

- A. Development of software to be used by small farmers in the scheduling, planting and harvesting of perma, organic and natural farm fresh foods thus managing and preventing over production.
- B. The development of software and a website that provides a digitalized video panoramic view of each Amazing Grace Coop Farmer discussing the history of his farm, what it specializes in and a view of the licenses and certifications that the farmer has acquired in natural, organic and range farming.
- C. The FDA began operations in 1906 to provide the American public with better control, quality and integrity of foods and drugs. To date there are more than 50 million items globally that require inspection by the FDA. Over the past 10 years this agency lacks the funding, manpower and capability to monitor more than 1% of America's food and drug consumption. REI is requesting software development that will allow each mobile pod food processing unit to be digitally videoed and stored in the coop server library with batch number, barcode, time and date. For the first time in agricultural history the FDA and the consumer will be able to review each batch processed.

Software for Internet Consumer Purchase

- A. Development of software allowing the consumer to make purchases utilizing credit cards or checks.
- B. Development of a software that will alert the consumer via e-mail about various farm fresh products availability.
- C. Development of farm fresh product images (approximately 50-75 items).
- D. Development of added value product images (approximately 50-75 items) for today's consumers on the go that wish to purchase quality foods that are pre-prepared without preservatives and that are not available in retail stores.
- E. Development of a software component of barcodes that will track each product from the farm to the consumer's table.
- F. Development of a payment software component that will allow the Amazing Grace Coop Farmers to receive direct electronic payment to their bank accounts no more than 5 working days after the consumer receives products satisfactorily.

- G. Development of a software component with communication capabilities in English, Arabic and Spanish with the scalability to add two additional languages in 3-5 years.

The development of the aforementioned software components would provide small farmers with the ability to acquire additional market share with increased profits by raising natural and organic foods. The farmer also increases annual profits in becoming an added value producer. Today's mega processing facilities are developed to serve national and global supermarkets and are devoid of the ability to provide the quality and natural taste and integrity that regional consumers are now demanding in the production and handling of their foods. This provides an opportunity for small farmers and their micro processing facilities to service regions within a 200 mile radius within a 5 year time period.