

Goodwin Family Farms

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THE FARM

[Goodwin Family Farms \(GF Farms\)](#) has been looking to grow its burgeoning cattle business for many years but has been constrained by insufficient acreage needed to establish a larger herd and lack of access to affordable farmland. The Goodwin family's dream is to own and manage a large cattle farm, scaling up to meet the demand for locally raised grass-fed beef in Atlanta's significantly growing market. GF Farms started its herd in 2017 and has been dedicated to actively improving genetics and the herd's beef product quality since.

The 175-acre cattle farm secured by The Conservation Fund in Woodbury, Georgia, is ideally situated close to the family's local restaurant and nearby Atlanta markets and will significantly expand their acreage available for cattle. Over the next three years, GF Farms will invest in farm infrastructure, building barns and creating a highly integrated cattle management system to maximize production, while also investing in the health of the soil. With support of project partners, the farm will undergo a transformation from a passive grazing pasture to an actively managed sustainable grass-fed cattle business.

Using the Buy-Support-Protect-Sell model, the [Working Farms Fund](#) is securing and permanently protected the property as farmland, investing in the success of the farm business, and providing GF Farms with a patient pathway to farmland ownership.

BY THE NUMBERS



20,000 lbs of sustainable grass-fed beef annually



3X increased revenue projected in 3 years



175 acres Permanently protected farm and forest

PROPERTY

175 acres of pasture, natural forest, and wetlands being managed for sustainable grass-fed beef



Woodbury, GA
(55 miles southwest of Atlanta)

FARMERS

Dru Goodwin and family

FARMER VISION



GF Farms believes that it can enhance the quality of consumers' lives and health by providing locally and responsibly grown grass-fed beef products. GF Farms plans to address the demand for wholesale grass-fed beef by partnering with institutions like Emory University while stewarding the land and being a "grass farmer" to build soil health. GF Farms has been breeding cattle for some of the best quality cows that produce a premium beef product, and it is ready to bring that product to market.