

# Developing Niche Markets



Sally Eason

Sunburst Trout Company, LLC

[www.sunbursttrout.com](http://www.sunbursttrout.com)

# History



- ▶ Third Generation Family owned and operated farm committed to sustaining the local economy by employing a local workforce.
- ▶ Founded in 1948 by Richard Jennings
- ▶ Jennings committed to “sustainability” before it became en vogue
- ▶ Environmentally friendly farm design
- ▶ Continued respectful use of Resources





1948

Sunburst Founded Trout for Stocking



1965

Opened Second Facility



1983

Fresh Fillets



1988

Caviar

1989

1985  
1986

Smoked Trout  
Sally and Steve

Dip

1995

Cold Smoke

2000  
2001

Trout Burgers  
Website

2005  
2006

Trout Sausage  
Hired R&D Chef

2007  
2008  
2009



Trout Jerky Tailgate Markets  
Hudson's Smoked Tomato Jam



2010

Skin Care Products  
Expanded Dip Line



# Markets Served

- ▶ Restaurant, Catering, Hotel
- ▶ Natural and Organic Foods Grocery Stores
- ▶ Specialty Food Stores
- ▶ Direct to Consumers

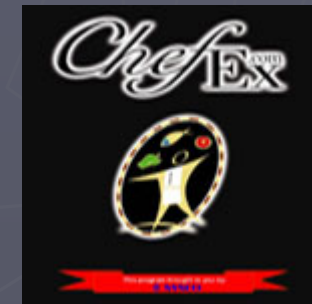


The Crest Center and Pavilion



# Channels of Distribution

- ▶ Delivery within a 50 mile Radius of Farm
- ▶ Fed Ex Direct Nationally
- ▶ Drop Ship via Fed Ex Nationally and Regionally
- ▶ Internet
- ▶ On Farm Pick up
- ▶ Consumer Direct on farm and tailgate markets



# Packaging Considerations

- ▶ Identifiable Logo and Colors
- ▶ NC Dept of Agriculture
- ▶ Appalachian Sustainable Agriculture Project (ASAP)
- ▶ Buy Haywood



# Buy Local

- ▶ 93% of 2009 Sales within 150 mile radius
- ▶ 16% increase in sales at Asheville City Market
- ▶ Positive Sales at North Asheville Tailgate Market
- ▶ Restaurants supporting Local and Sustainable Products
- ▶ Grocery Stores supporting Local Farms



## Balsam Mountain Inn

### Southern Cuisine with FLAIR

We at the Balsam Mountain Inn have the opinion that fresh is better.  
We prepare every dish to order with the finest local ingredients available to provide you with a quality dish.  
Thank You, Kim & Sharon – Innkeepers



### APPETIZERS

**CAULIFLOWER VELOUTÉ WITH SEARED SCALLOPS**  
GOLD MEDAL AWARD WINNING  
DELICATELY FLAVORED CREAM SOUP CUP 4.95 BOWL 6.95



**PEANUT CHICKEN SOUP**  
CREAMY PEANUT AND CHICKEN SOUP INFUSED WITH FRESH HERBS  
ORGANIC FREE RANGE CHICKEN FROM ASHLEY FARMS WINSTON-SALEM  
PEANUTS FROM HAMPTON FARMS, SERERN, NC CUP 3.95 BOWL 5.95

**BAKED BRIE**  
WITH HONEY AND TOASTED ALMONDS, SERVED WITH CRACKERS 7.95<sup>1</sup>

**TROUT DIP**  
DELICATELY SEASONED LOCAL TROUT, SERVED WITH CRACKERS 8.95

### ENTREES

ADD A BALSAM INN SIDE SALAD FOR 3.95

**SEARED SUNBURST TROUT FILET WITH PECAN BOURBON BUTTER**  
GOLD MEDAL AWARD WINNING  
LIGHT DUSTED AND SAUTÉED LOCAL TROUT WITH JULIENNE VEGETABLES AND HARVEST GRAIN RICE 23.95

**COCONUT CRUSTED SALMON**  
AWARD WINNING  
SERVED OVER WILD RICE AND GRILLED ASPARAGUS WITH A WASABI CREAM SAUCE 26.95

**LOW COUNTRY STIR FRY**  
BLACKENED SHRIMP AND KEILBASA OVER COLLARD GREENS AND CHARLESTON RED RICE 24.95

**FRIED PECAN ENCRUSTED CATFISH**  
MACARONI & CHEESE, SLAW, HUSHPUPPIES AND TARTAR SAUCE 23.95



**LOW COUNTRY SHRIMP AND GRITS**  
GOLD MEDAL AWARD WINNING  
TASSO CREAM AND SAUTÉED SPINACH WITH JUMBO SHRIMP OVER FRIED GRIT CAKES 24.95

**RACK OF LAMB WITH A MINT DEMI-GLACE**  
NEW ZEALAND FREE RANGE LAMB WITH MASHED SWEET POTATOES AND FRIED ONIONS 29.95

**PARMESAN CRUSTED CHICKEN**  
FREE RANGE CHICKEN BREAST FROM NORTH CAROLINA'S ASHLEY FARMS WITH  
MASHED SWEET POTATOES, GRILLED ASPARAGUS, AND A MISO BEURRE BLANC 24.95

# Agri-Tourism

- ▶ Catch out pond started Summer 2009
- ▶ ASAP Family Farm Tour 2009



# For More Information

- ▶ <http://www.sunbursttrout.com>
- ▶ [sally@sunbursttrout.com](mailto:sally@sunbursttrout.com)
- ▶ (800)-673-3051

